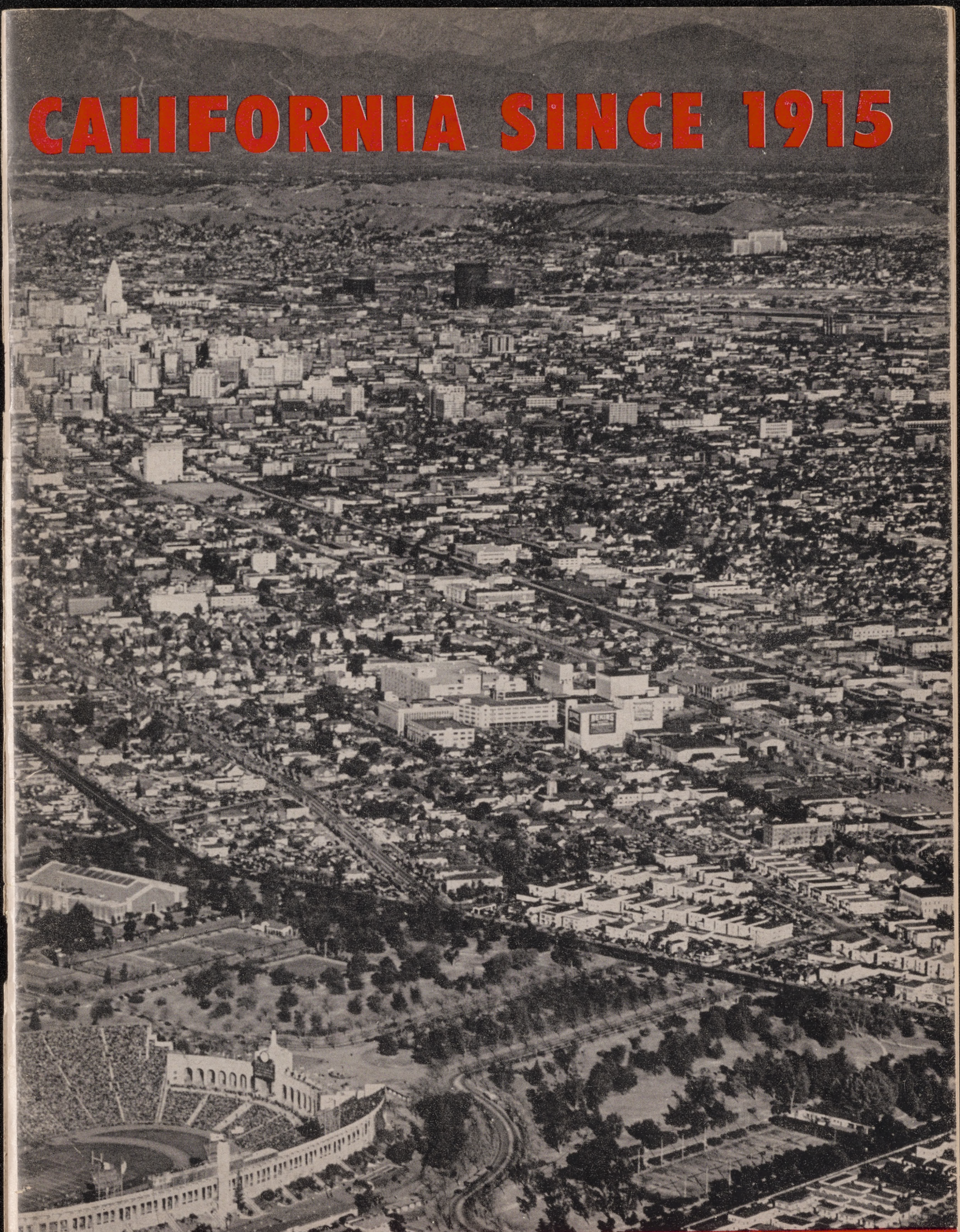
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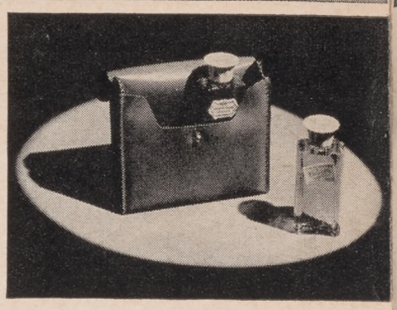
21 carefully selected Christmas gifts, for you to choose from, to give with pride.



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by Farrington. Genuine Texol in wine, ivory, or green tooled in gold. Lined in rayon velvet and satin, with a convenient removable compartment which folds into a separate case. **8.95**



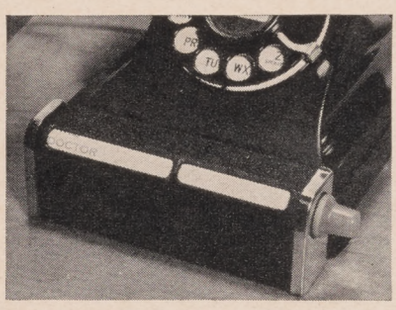
2. THE BERTON SPORT SHIRT
Crease-resistant rayon gabardine, with hand-picking and single-needle construction. Navy, brown, green, gold, maroon, tan, light blue, kelly green, royal, grey, yellow. Sizes S,M,L,XL. **7.95**



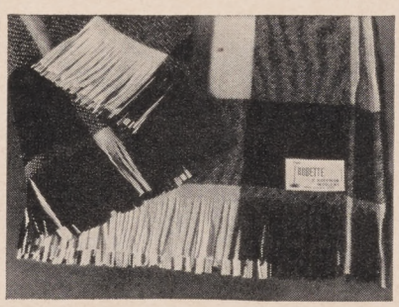
3. HOUBIGANT TRAVEL KIT
A delightful gift to tuck into her suitcase or a convenient desk drawer. Red plastic kit holding two bottles of cologne, "Quelques Fleurs" and "Chantilly." **2.50***



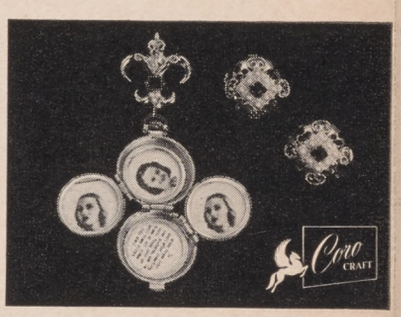
8. CHEMEX COFFEEMAKER
The perfect gift for coffee connoisseurs. Chemex is a new and simple method of brewing crystal-clear coffee, and arriving each time at the same strength. 2- to 8-cup size, **6.00**



9. PHONE-INDEX
A to Z at the turn of a wheel. Fits all phones used in homes and offices. Neat, compact, baked enamel. This efficient attachment has space for over 200 names and addresses. **2.50**



10. THE "ROBBETTE"
100% virgin wool throw from Hoffman Woolens. Black and white, beige or blue and brown, blue and red, red and beige, emerald and hunter's green. 58"x42". **8.95**; 58"x72", **13.95**

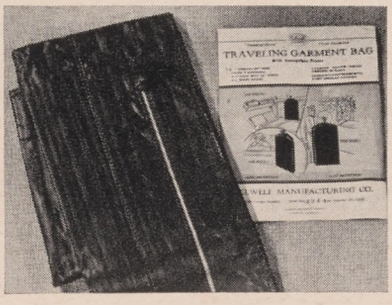


11. CORO FOB LOCKET
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16. HELENA RUBINSTEIN "WHITE MAGNOLIA" DUET
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17. SETWELL GARMENT BAG
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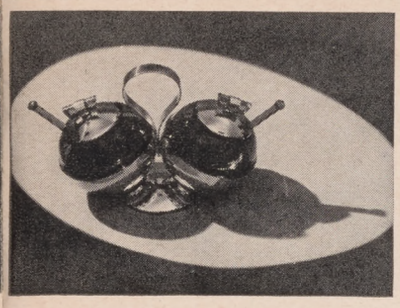
18. HOPALONG CASSIDY TOWEL SET
Bath towel, hand towel, and wash cloth, all with three-color hand-screened print of "Hoppy." Box lid has autographed photo suitable for framing. Guaranteed fast colors. Set, **2.95**



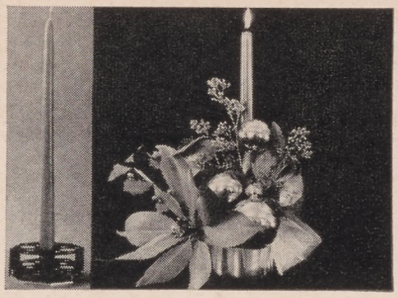
19. THEME HOSIERY
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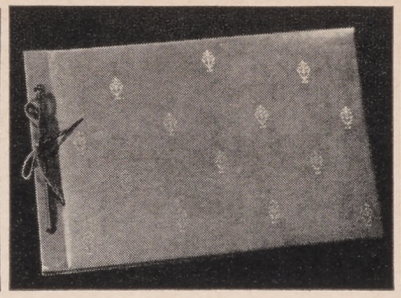
list . . . . gifts from Coulter's



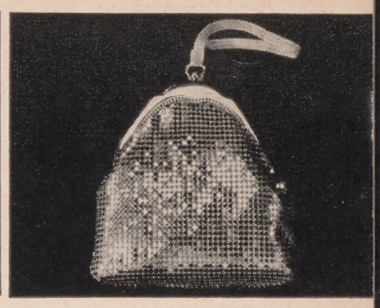
4. MARMALADE SET
Emerald-Glo by National Silver Co. Emerald-green glass with "Glodium," a golden colored, non-tarnishing metal alloy with a rich, lustrous finish. A gift of lasting beauty. Set, **8.50**



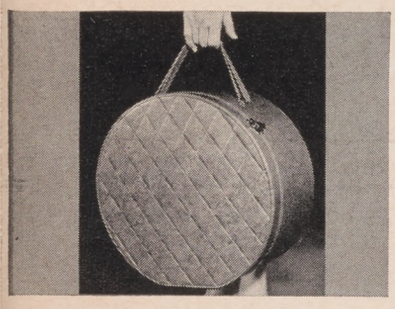
5. AARCO FLOWER TRAYS
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6. PHOTO ALBUM
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7. WHITING & DAVIS MESH BAG
The perfect accessory for evening. These beautiful bags combine the brilliancy of gold and silver color finishes with the utility of smart, modern styles. **6.95***



12. HAT BOX FOR TRAVEL
An accessory by Kirk-Guild, a sign of protection for the "private lives" of her hats. Made of plastic in several colors to blend with her luggage. **5.95***



13. ROGER & GALLET "OEILLET BLEU" (Blue Carnation)
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14. LAROS DIMENSIONAL* SLIP
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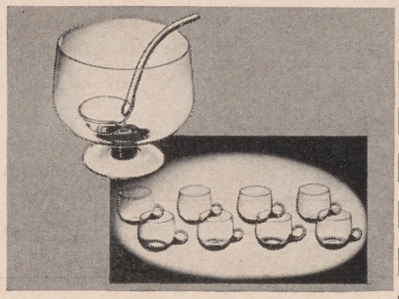


15. DOROTHY GRAY "NOSEGAY" COLOGNE
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20. "HIS & HERS" CANNON TOWEL SET
Two embroidered bath towels and wash cloths in box with four-color lithographed lid, for framing. Each set contains a lavender sachet. Colors: flamingo, gold, pink, aqua, and green. Set, **3.95**



21. 10-PC. PUNCH SET
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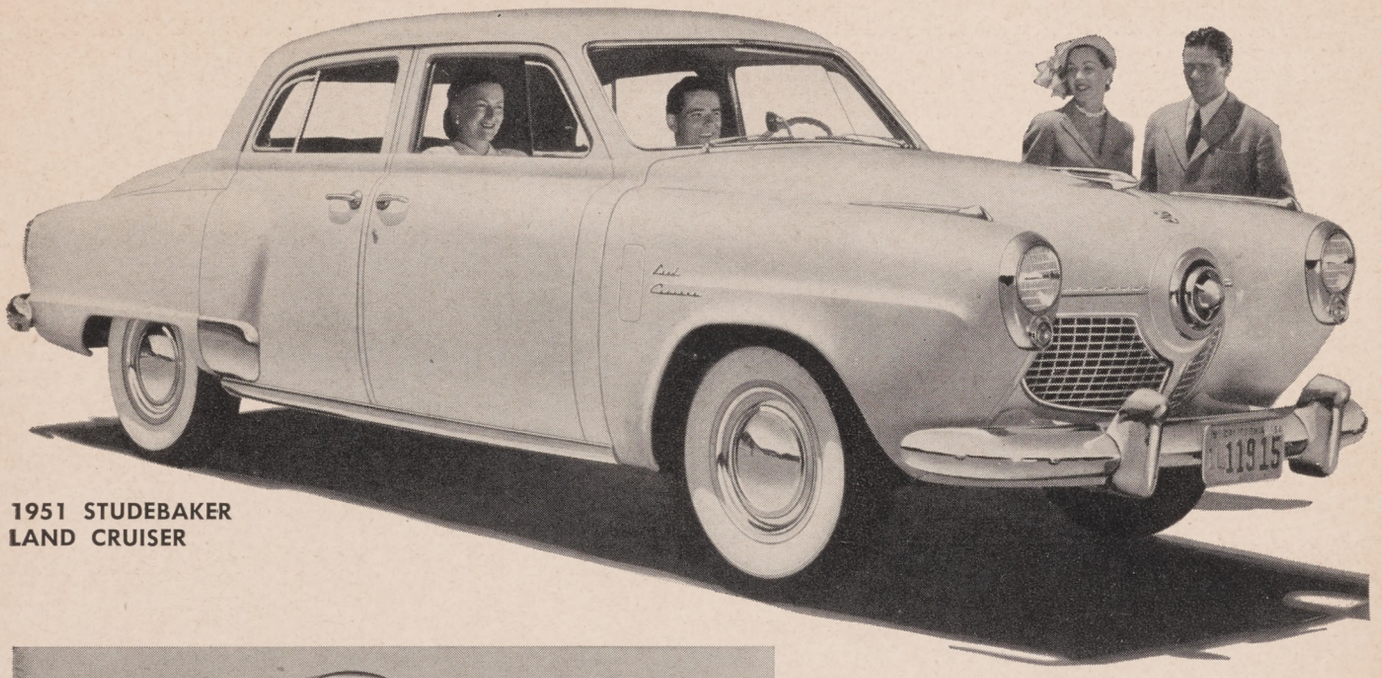
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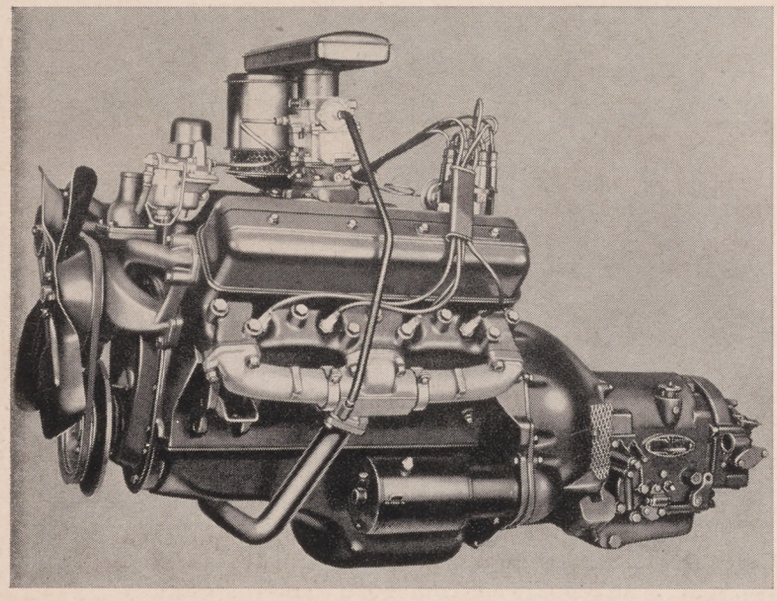
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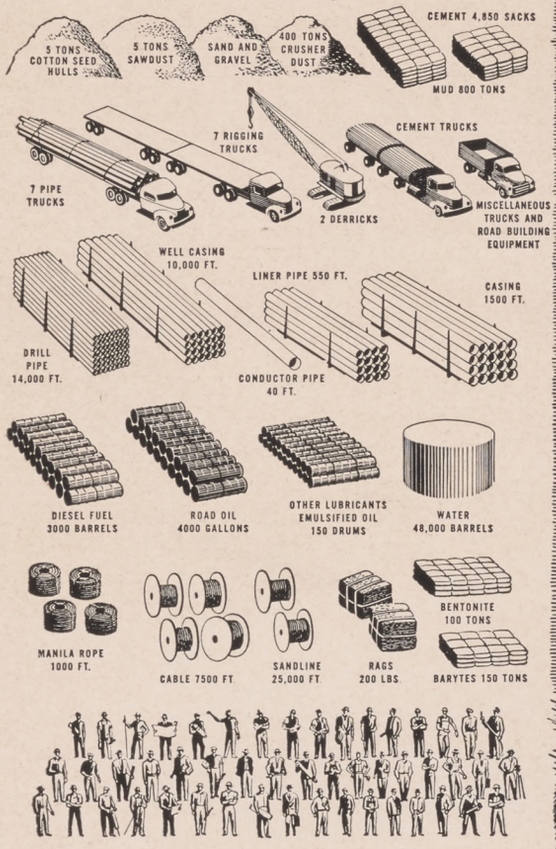
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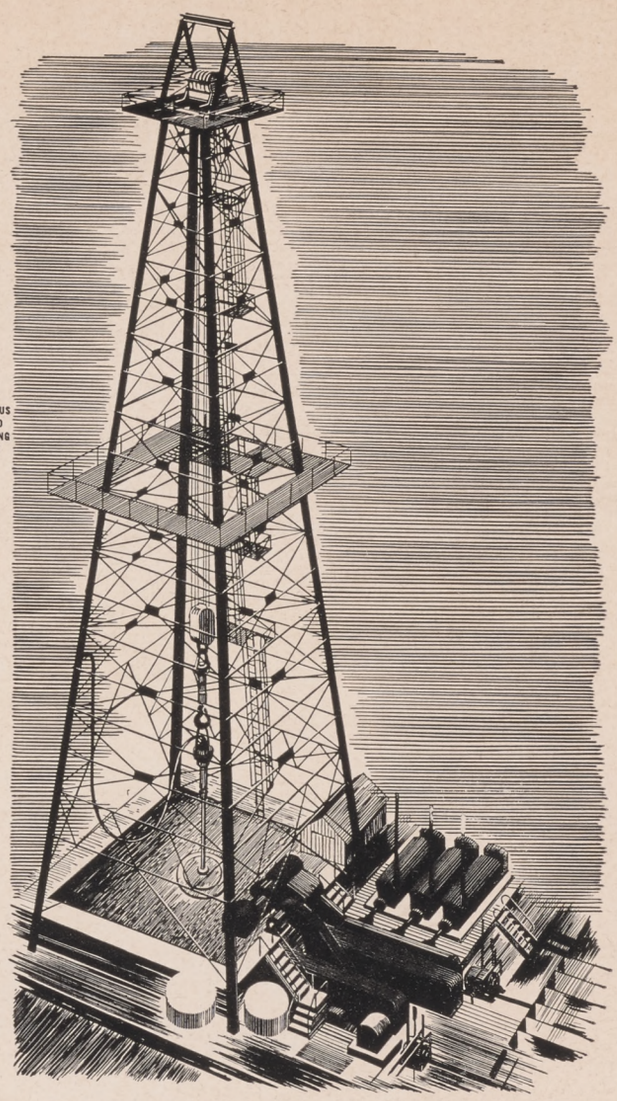
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The picture above shows all the men and materials needed to drill one 10,000-foot exploratory well here in the United States. Total cost will be anywhere from $125,000 to $1,000,000 depending on conditions encountered.

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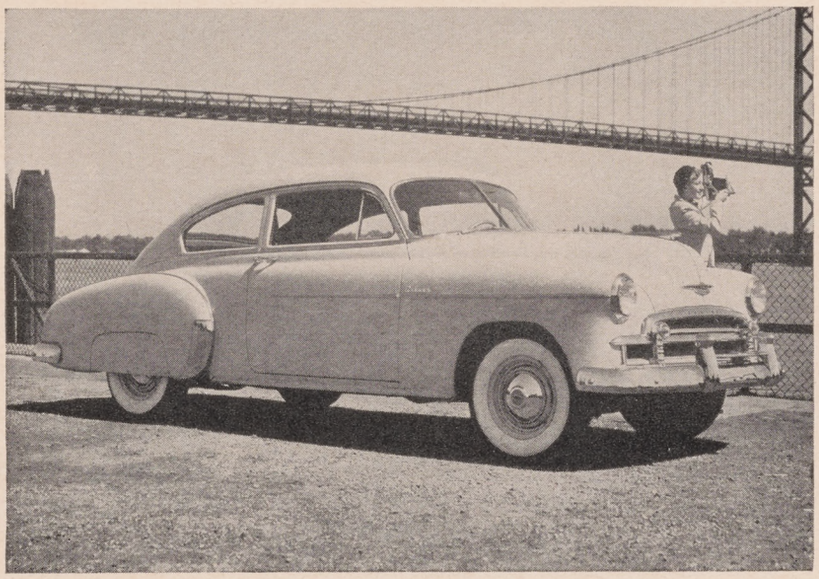
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VOLUME 42 • NUMBER 12

Westways

REG. U. S. PAT. OFFICE

Fifty Years of Service to Motordom

1900-1950

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Roster of the Directors and Officers of the Automobile Club of Southern California 1900-1950 —94



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UNION OIL COMPANY



"The Lengthened Shadow"

OF WHAT is the substance of any institution that pretends to serve the wants of man? What makes it tick? Is it intelligent planning? Is it know-how born of trial and error? Is it enterprise and industry? Is it fidelity to high ideals? Is it the co-ordinated activity, the well-knit labors, of humans working under sage counsel and wise guidance?

The success of the Automobile Club of Southern California, now observing its fiftieth year of progress, is the result of the sum of these factors.

When the Club was born at the turn of the century there was no formula for its operations; no backlog of experience upon which it might draw. It had to meet an endless procession of situations and conditions that were without precedent and that taxed the ingenuity of the most resourceful and the most perspicacious.

But in the long run, human efforts resolved the unknown quantities, a super-abundant reserve of know-how was amassed, and an abiding devotion to ideals and to duty put this know-how to work for the enduring benefit of the motoring public.

The Club has been exceedingly fortunate since its very inception in having the benefit of a policy-making directorate composed of some of the most active of Southern California's civic leaders. All of them have been ardent motorists, sympathetic toward all the tribulations of motorists, and all of them have served the Club without any form of compensation. The roster of these directors (See Page 94) is a veritable bluebook of the men who have done things in and for Southern California during the past half-century.

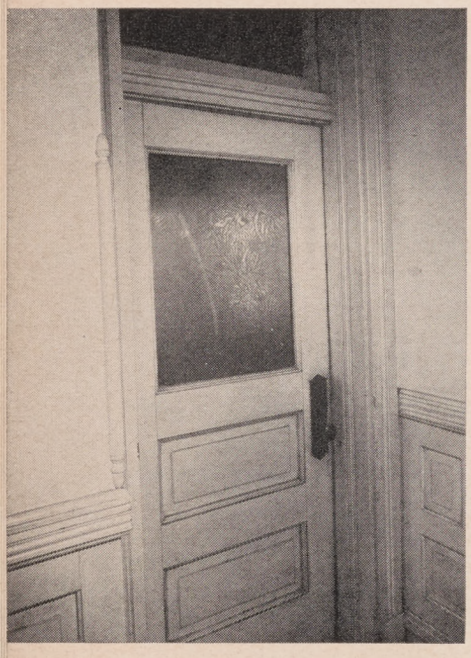
The executive staff, which administers the policies established by the Board of Directors, represents a total of 1,700 years of service in the Club. Many members of the staff have grown up with the Club; and several have never had any other occupation. They know the reason-why of club policies and they reflect its enthusiasms and its ideals; they have shared its vicissitudes and its victories.

And throughout the institution, from Paso Robles to El Centro, and from Bishop to San Diego, there is the precisely integrated operation of more than 1,800 club workers with an extraordinary record of devotion to duty and constancy of employment. The Automobile Club of Southern California is more than a career to them; it's a way of life—well-planned, well-ordered, well-performed.

THE STORY of the Club's first 50 years is told in these pages. It is essentially the story of inspired human effort. And here a footnote shall be added. Ralph Waldo Emerson once declared that "an institution is the lengthened shadow of one man." That is true with respect to the Club. For four-fifths of the institution's life that "one man" has been Standish L. Mitchell, its secretary and general manager. Quietly, modestly, but with an incredible innate power and an imagination always far out in front of actualities, he has been its catalyst. Translating the policies of the directorate, stimulating the workaday undertakings of the executive staff, inspiring and encouraging all club workers, it is he who has welded the factors involved—human and otherwise—into one cohesive instrumentality endowed with a passionate devotion to the welfare of those who motor over sunset highways.

When the story of the Club's first century is written in the years far ahead his name will be dominant in the tale, as it is today. —P.T.H.

THROUGH THESE



1 Room 526 Stimson Block, 256 S. Spring Street. Here the automobile club was formed in 1900



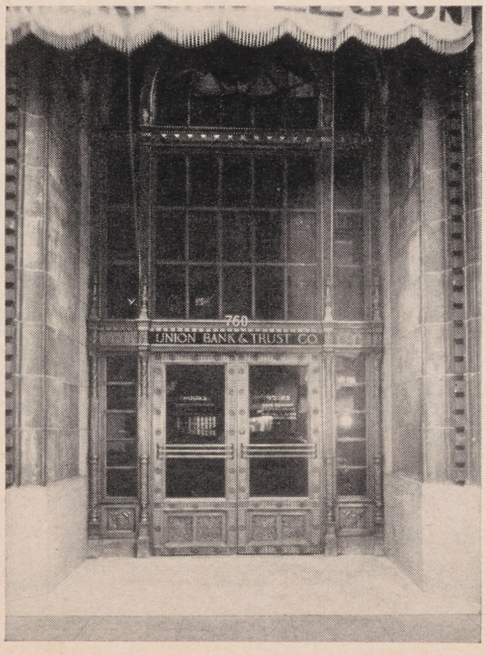
2 Rooms for meetings were rented at the Westminster Hotel, 346 S. Main Street until 1904



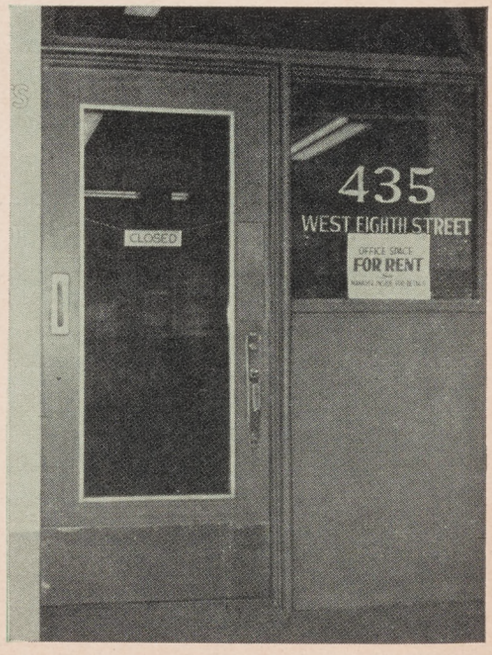
3 First permanent home, 1904-1909, was Room 307, O. T. Johnson Building, 356 S. Broadway



4 In 1909 and 1910 the offices of the Club were at 323 S. Hill Street, now an auto park



5 From November 1910 to July 1911 the Club was in a building then numbered 754 S. Hill



6 Between 1911 and 1914 the Club was housed at the northeast corner of Eighth and Olive

DOORS

PHOTOGRAPHS BY SAM CALDER AND DAVE PACKWOOD

NOTHING better illustrates the growth of the Club and the increasing complexity of its services than the succession of offices in which it has been housed.

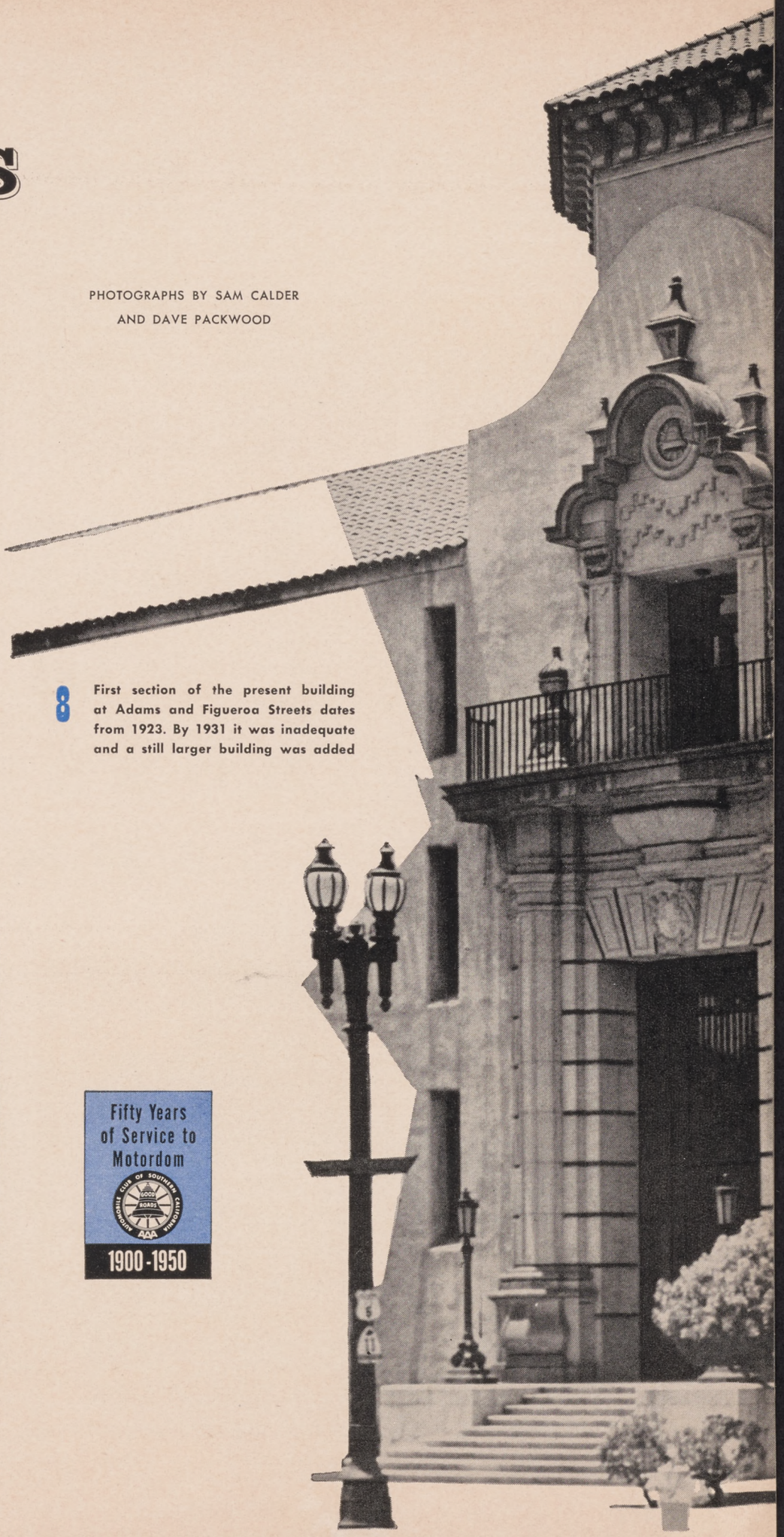
In the beginning a few men met at a lawyer's office to sign the articles of incorporation. There were no employees, no home, except the business office of one or another of the Club officers and a room in a hotel reserved for membership meetings, until 1904. In that year the Club rented an office for $300 a year and here it stayed for five years.

In 1914 the first building was erected. It was carefully planned to ensure adequate space for all departments and it seemed obvious that no more moves would be necessary. Less than 10 years later the Club had a new address, and a building so large that expansion needs could be met indefinitely, in this case a term that meant eight years. In 1931 an addition larger than the original building was finished. At present the headquarters building is crowded to capacity.

This is by no means the whole story. The first district office was opened in 1913. Now there are 47 offices and nine suboffices where the "Friend to All Motorists Since 1900" is still proving itself a friend in need.



7 **In 1914 the Club erected its own building at 1344 S. Figueroa Street, its home until 1923**



8 **First section of the present building at Adams and Figueroa Streets dates from 1923. By 1931 it was inadequate and a still larger building was added**

Fifty Years of Service to Motordom

1900-1950

BLACK GOLD and the HORSELESS CARRIAGE

Fifty Years of Service to Motordom

1900-1950

By Frank Thorne

AT THE base of one of the rugged slopes of Pico Canyon, up Newhall way, is an old oil well that can be identified only by a pumping unit, now that its derrick structure has been removed. A few feet away stands a well preserved wooden tool shed whose interior walls are generously carved with names and initials. From all appearances, these might have been cut there only yesterday. The raw wood that forms the letters is as fresh and clean as golden honey. But one entry—"Milo '74"—dates the pocket-knife inscriptions back more than three-quarters of a century. And another—"J. A. Mentry"—makes that date even more authentic.

For it was J. A. "Alex" Mentry, driller for the California Star Oil Works Company, who drilled that old well next to the tool shed back in 1876. And the well itself, known as Pico No. 4, was the first truly commercial oil well drilled in California. Today—74 years later—that old well is still producing oil commercially. Three barrels a day, to be exact.

Those early pioneers of Mentry's day recognized the need for petroleum. The animal fats that muted the squeak and grind of crude machinery were a poor excuse for a proper lubricant. And the whale oil and candles that "lighted" the world at night could scarcely cast a shadow beyond a few feet.

Yes, there was a ready demand for oil, and by the turn of the century the California petroleum industry was well on its way toward meeting it. D. G. Scofield, who had organized the California Star Oil Works Company to back "Alex" Mentry in Pico Canyon, had since founded the Pacific Coast Oil Company to push activity into the San Joaquin Valley. He had, in fact, already become vice president of the Standard Oil Company of California, newly formed out of the two earlier companies. Messrs. Hardison and Stewart had organized the Union Oil Company to bring in the first big California gusher well in Adams Canyon. And E. L. Doheny had already discovered the rich Los Angeles City field, as well as the Brea-Olinda field in Orange County.

In the San Joaquin Valley, the Sunset, McKittrick, and Kern River fields were bustling with activity. And the Coalinga field was becoming more important by the hour, with its series of gushers introduced by the famous "Blue Goose" well. On the coast, the names to reckon with were Santa Maria, Ventura, and Summerland, where off-shore drilling had been introduced to the world back in 1887.

By 1900 California held fifth position among all the oil-producing States of the nation, with an annual production of 4,325,000 barrels. And the Los Angeles City field led the State.

Three short years later California's production was six times as great. Overnight she had risen to first place in the nation.

The wheels of industry were running much more swiftly now, and they were humming quietly for a change. Petroleum had ushered in the machine age.

The average man still gawked at the newfangled horseless carriages he saw occasionally. He still couldn't be sure they were here to stay. But automobile production figures soon supplied the answer. From four cars in 1895, production had already risen to 5,000 in 1900. Mass production methods were soon introduced when the Ford Motor Company was

R. C. BAKER



• E. L. Doheny discovered the rich Los Angeles City field before the century turned. Here it is in 1895 when its wells appeared "as thick as the holes in a pepper box"

STANDARD OIL CO. OF CALIFORNIA



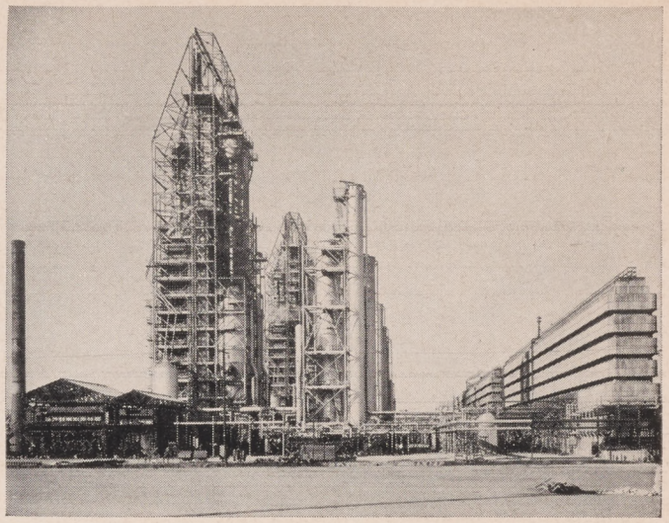
• The first truly commercial oil well in California was the famous Pico No. 4, six miles west of Newhall

STANDARD OIL CO. OF CALIFORNIA



• The first oil refinery was built in 1876 in Newhall to handle production from Pico Canyon. It processed 35 barrels of gasoline a day

GENERAL PETROLEUM CO



• General Petroleum's refinery at Torrance has two catalytic cracking units to produce high grade fuels for cars and planes from gas oil

founded in 1903. By 1909, the automobile was finally considered to be out of the experimental stage. And by 1913, annual production soared to the fabulous total of 250,000 cars.

From the start, petroleum had been the major factor in opening up the possibilities for mechanical advancement. Now the automobile, because it created a new demand for fuel, became the major factor in spurring the petroleum industry on to new heights.

There were other demands, of course—railroad engines, airplanes, tractors, diesel equipment. Even the U. S. Navy and the British Admiralty had decided to abandon the use of coal in warships and adopt fuel oil. This added up to a tremendous new market. But the automobile still led the field in the demand for gasoline.

California oil industry was able to keep pace. Pipe lines were laid across hundreds of miles of rugged terrain to pump oil from inland fields to shipping points and refineries along the coast. And a new high in gushers marked the period. Union's Hartnell No. 1 gusher well in the Santa Maria field started the cycle in 1904. Spectacular gushers became almost commonplace in the booming Coalinga field. But the greatest gusher the nation has ever seen was the famous Lakeview No. 1 in the Midway field in 1910. It averaged 48,000 barrels a day for 18 months and spewed forth a total of 9,000,000 barrels before its casing was worn away by sand, causing the hole to cave in. It has never since been brought back to production, in spite of redrilling efforts.

The arrival of rotary drilling, first introduced at Corsicana, Texas, in 1901, brought added fortune to the California fields. Prior to that time the standard (or "cable tool") rig had been used exclusively. This involved the raising and sudden dropping of a drill bit on a cable, the bit sinking deeper into the earth each time it struck. The new rotary system made the bit perform in much the same manner as the bit of a drill press. Deeper and more rapid drilling resulted with the new method, which has since superseded cable tool drilling almost entirely.

In spite of these advances, however, the increased demand for gasoline created such a shortage on the Pacific Coast in 1912 that imports actually had to be made from the West Indies. The situation was eased when the Burton system of "cracking" was introduced. The new thermal cracking system made refining a manufacturing process. The heavy oil was heated under pressure to the point where its large molecules were broken down into smaller ones that could be used as gasoline. The petroleum industry was now ready to meet the challenge of World War I, and California still led the nation.

By the time of our entry into World War I, the nation's gasoline production had risen to 70,000,000 barrels a year, of which about 15,000,000 was "cracked" gasoline. By the standards of those days, the petroleum industry did a wonderful job. Lord Curson even said proudly that "The Allies floated to victory on a sea of oil." But, in spite of this, the average American car owner felt little if any gasoline shortage. Gasless Sundays were his only sacrifice. And he did plenty of driving. The entire U. S. Army used only 8,000,000 barrels of gasoline in 1918 as against 20,000,000 used by American motorists.

Victory brought the "roaring 'twenties" and they, in turn, created a tremendous upswing in the production of both automobiles and petroleum. On an average throughout the decade, more than 3,000,000 cars per year were rolling off the production lines, with an all-time high of 4,500,000 manufactured in 1929.

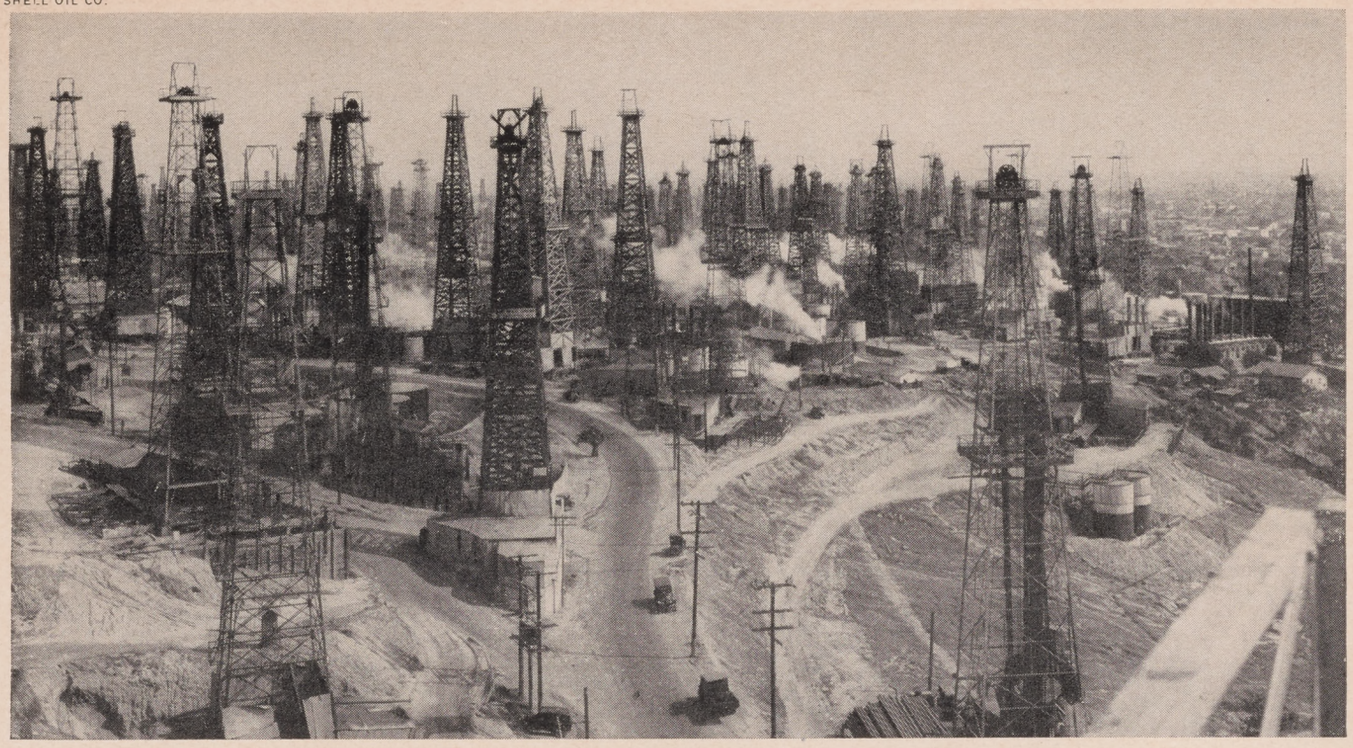
California was still doing her part, petroleum-wise, to meet the increased demand for fuel. In quick succession new fields were being discovered and drilled to peak production. Elk Hills, Richfield, Huntington Beach, Signal Hill, Santa Fe

UNION OIL CO.



• In 1913 when Union Oil Company opened its first service station at Sixth and Mateo, it was transporting its petroleum about town with a fleet of horse-drawn tank wagons such as this one

SHELL OIL CO.



• Signal Hill was discovered in 1921 by the Shell Oil Company and in its first 25 years produced 712,600,000 barrels of crude oil

Springs, Torrance, Dominguez, and Inglewood fields were all discovered within a period of five years. As recently as 1946, every one of these fields ranked among the top 50 in the nation for total cumulative production. The fabulous Signal Hill field in Long Beach, found by the Shell Oil Company in 1921, was by far the most important, rating second in the nation.

In addition to creating a demand for fuel, the automobile industry played still another important role in shaping the course of refining during this period. For it was the General Motors Corporation that introduced ethyl lead as an "anti-knock" additive to gasoline and made the general public "octane" conscious.

The food industry even got into the oil refining picture. In 1925, the Quaker Oats Company found that the manufacture of Mother's Oats left them with mountains of oat hulls on their hands. They wondered what to do with them—but not for long. Laboratory experiments revealed that these hulls could be distilled into an oil liquid known as furfural. And furfural was found to be an ideal solvent for refining lubricating oils. Refineries soon made the mountains of hulls disappear, and corncobs, which are today's chief source of furfural, were used as a supplement.

California retained its rank of first petroleum State in the nation through 1926. In 1927, however, the Gulf Coast assumed the dominant position. California's production was still as high as ever, but the Gulf Coast's was higher. Oil was being discovered as if by magic in the fields of Oklahoma and Texas. California's most significant counterpart was the 1928 Kettleman Hills field discovery in the San Joaquin Valley.

New tools and equipment were being used in the oil fields to make drilling and well completion more efficient. From the very start, oil men had been faced with problems that had no earlier counterpart. The more inventive of these men devised their own tools to meet those problems. Gradually some of the tools were patented and an oil tool and equipment manufacturing industry took root. By 1929 that specialized industry had grown to such proportions that a composite catalog of their combined products was published by the Gulf Publishing Company of Houston, Texas. The first edition was a single volume of some 400 pages, a major portion of which represented California manufacturers. Some idea of the tremendous growth of this specialized industry can be gathered from the fact that the 1950 edition of the catalog consists of two massive volumes totaling more than 5,000 pages. And one-third of those pages still cover California manufacturers.

The depression years reduced demand to the point where 1934 saw the greatest period of "overproduction" the petroleum industry has ever known. But drilling activity started to boom again in 1935. By then, practically all merchant ships had been converted from steam to diesel. And new discovery fields, such as Wilmington in 1937, and Santa Maria Valley in 1940 increased California's productive capacity to supply the allied forces fighting in Europe.

Churchill said that the Battle of Britain was won "with skill, courage—and 100-octane gas." And it was California's huge refineries that supplied much of it. The new catalytic cracking method of refining boosted production to new heights.

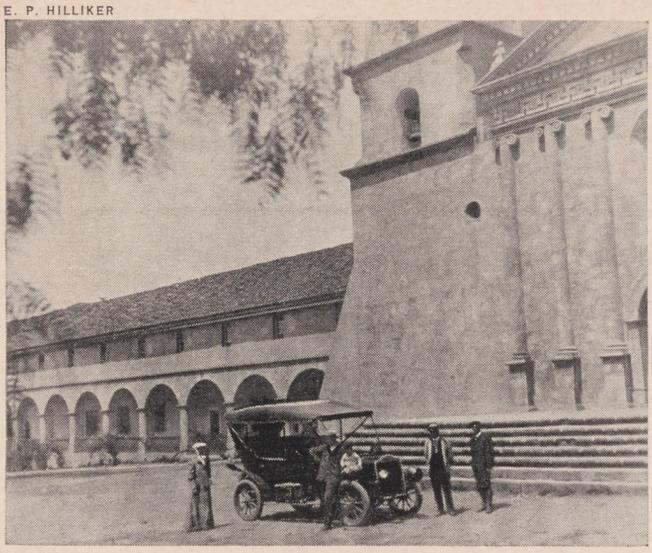
And luckily so, for keeping our air forces operating for 24 hours required 14 times as much gasoline as was shipped to Europe for all purposes during the First World War. Two-thirds of the total tonnage of military supplies shipped to our armed forces were petroleum. And the oil required to fill the fuel tanks of one battleship would have been enough to heat an average home for more than 500 years. California's oil industry had its work cut out for it.

In spite of the magnitude of war-time production, however, the post-war period has seen the greatest activity in the history of the petroleum industry. California still ranks second in the United States for annual production, supplying 18.2 per cent of the nation's total output of crude oil. More than a score of multi-million dollar refineries scattered throughout the State, from Richmond to Huntington Beach, have a combined throughput capacity in excess of 200,000,000 barrels of cracked gasoline a day. With nearly 4,750,000 registered motor vehicles, it is easy to see that much of California's refinery output is consumed within the State.

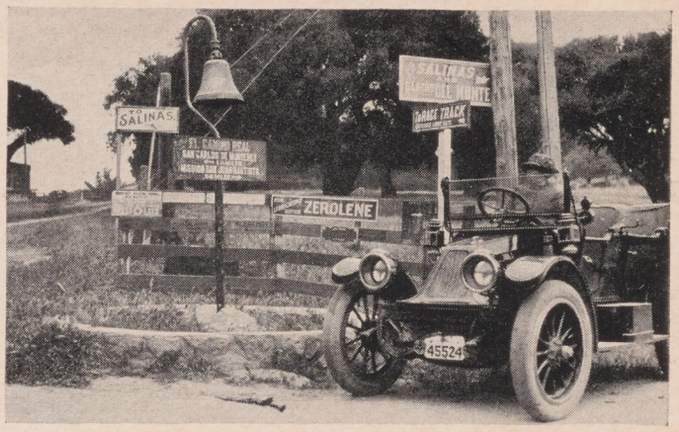
If all the 2,489 wells drilled in California during 1949 were placed one below the other, they would reach 2,000 miles into the earth. Apparently no one has computed the total "mileage" bored by drill bits in California since the first well was drilled, but, with a grand total of 52,000 wells drilled to date, the figure would certainly be impressive.

Yes, it would be—especially to pioneers like those who carved their names in that old Pico Canyon tool shed back in '74.

E. P. HILLIKER



• Motorists pose with a 1906 White Steamer at Santa Barbara Mission



• A lady in a 1911 Franklin is confused by signs not far from Monterey

E. P. HILLIKER



• Triumph at the top of Casitas Pass in 1906 for a White and a Mitchell

The First Highway

El Camino Real, the first highway in California, was a winding track followed by the priests who trudged on foot or rode a mule from mission to mission in the long chain between San Diego and Sonoma. With each addition to the chain of missions the route of the King's Highway changed, and gradually the trail was cleared and widened by the mission Indians. The trail became a roadway traveled by ox-drawn carretas. These were followed by farm wagons, stage coaches and at last by the horseless carriages.

Our modern Highway US 101 follows much the same route. Here and there along the way still may be seen some of the bronze bells marking El Camino Real which were erected by the Automobile Club of Southern California in 1906 for the Camino Real Association.

The primitive pathway that once connected the outposts of civilization in California has at last become a highway fit for a king.

E. P. HILLIKER



• Water for a car on the King's Highway, Santa Cruz County, 1906

CHARLES H. THOMPSON



• Mud on the King's Highway about 1911 north of San Clemente

Fifty Years of Service to Motordom

1900-1950

THESE WERE OUR GUIDES



Edward D. Lyman, 1929-1930

ATTORNEY



George B. Ellis, 1909-1910

FINANCIER

On December 13, 1900, at a meeting of the members of the Automobile Club of Southern California, Lee Chamberlain was elected its first president. Since that time, 11 other men have given their time and their energy to serve Southern California motorists; to help build the Auto Club from a handful of "adventurers" to an organization of 300,000 members.

As presidents, these men have had only this in common: to serve, without compensation, Club members and the general public in continually improving the pleasure and safety of motoring in this area. Each president has faced a different group of problems during his tenure of office. During the Club's first years its presidents took to the road, posting signs, making rough maps and investigating and reporting on road conditions. During the years they have formulated the policies of an ever-expanding organization. Growth and progress did not come easily.

Our tribute to these men can best be shown by pointing to the 50 years of service that their unity of purpose has made possible.



William M. Garland, 1906-1907

REALTOR



G. Allen Hancock, 1907-1909

BANKER



Milbank Johnson, 1903-1905

PHYSICIAN

DRAWINGS BY CHET ENGLE

Fifty Years of Service to Motordom

1900-1950



Horace G. Miller, 1927-1929

INDUSTRIALIST



Fred L. Baker, 1911-1921

INDUSTRIALIST



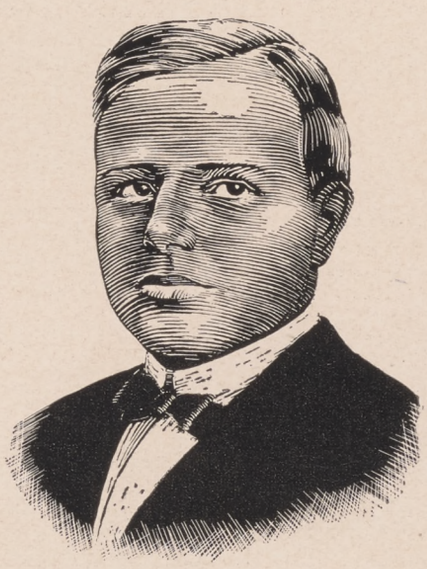
Lee Chamberlain, 1900-1903

MERCHANT



Henry W. Keller, 1926-1927

FINANCIER



Roy P. Hillman, 1910-1911

BANKER



Harry J. Bauer, 1930-

UTILITIES



W. L. Valentine, 1921-1926

INDUSTRIALIST

When Automobiles

WERE F.O.B. LOS ANGELES

By W. Everett Miller

No one can be sure now when the first automobile appeared on the streets of Los Angeles, but since Southern Californians have always loved a novelty, it was not long until these contraptions became an important part of the scene.

An automobile of the buckboard variety was entered in the Tournament of Roses at Pasadena on January 1, 1896 and managed to negotiate a block before it quit.

All told there have been 74 different cars built in Southern California (for a complete list see page 80) and they were not all curios. Most of the fabulous Indianapolis racing cars and midget racers are built here. Twenty-six years ago Nick Harris and Virgil Moore built an Autoplane with collapsible biplane wings which could be driven through city streets and parked in a private garage.

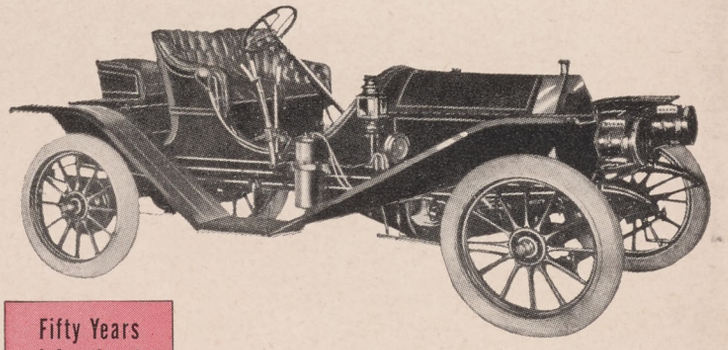


• The Beardsley Electric Town cars were put together at 1250 West Seventh Street and sold for $1285. Manufacture ceased in 1917 after four years of production. Owners engaged in sociability runs with prizes for the longest run on a charge. Occasionally it was 120 miles

• First of the automobiles to be manufactured in Los Angeles was the Erie, designed by J. Philip Erie and built by S. D. Sturgis in 1897. Four cylinders were mounted in transverse, horizontally opposed pairs behind the front and rear wheels with a large flywheel on the forward end. Enough gas was carried for 300 miles



SECURITY FIRST NATIONAL BANK



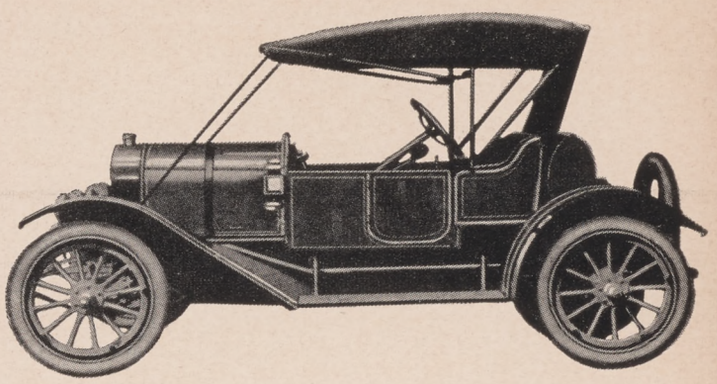
Fifty Years of Service to Motordom

1900-1950

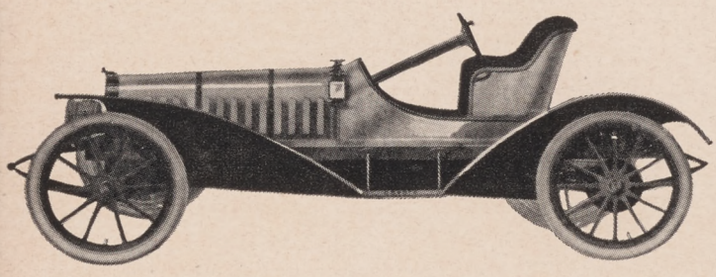
• The Durocar was built at Tenth and Los Angeles Streets. Watt Moreland was engineer of the company and George Shugars, manager. Manufacture was discontinued in 1911. The runabout sold for $1550 and the touring car cost $50 more. It had a 26 H.P. engine, 32-inch wheels and a 102-inch wheelbase



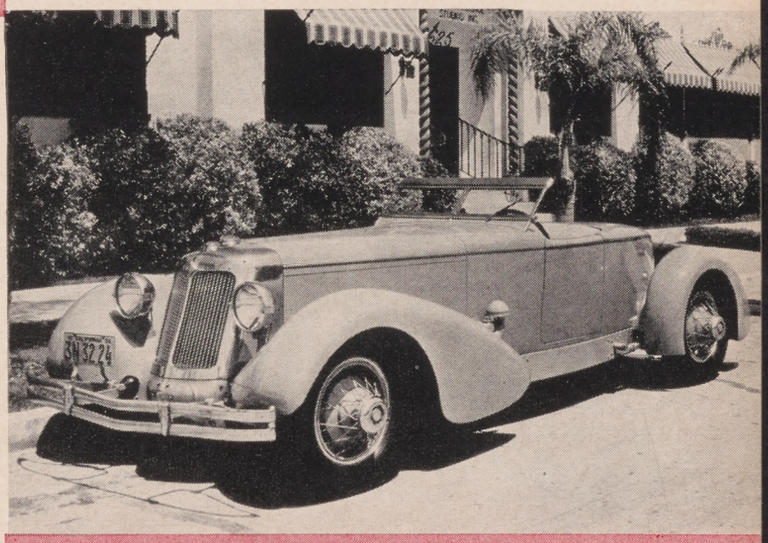
• Most successful of the Los Angeles cars was the Tourist, built in 1902 at 943 North Main and later at Tenth and Main. This is the 1908 model, which was a two-cylinder car selling for $1300. About 3000 cars were manufactured and as late as 1915 some were still in use



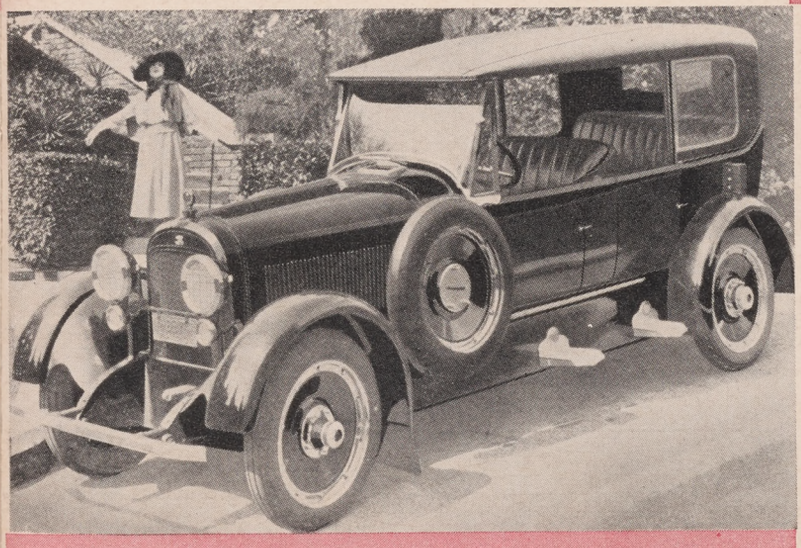
• The Perfex Company started in business at 126 East Jefferson in 1912. They put out an assembled car with a four-cylinder motor which sold for $1050, but after two years they ceased production



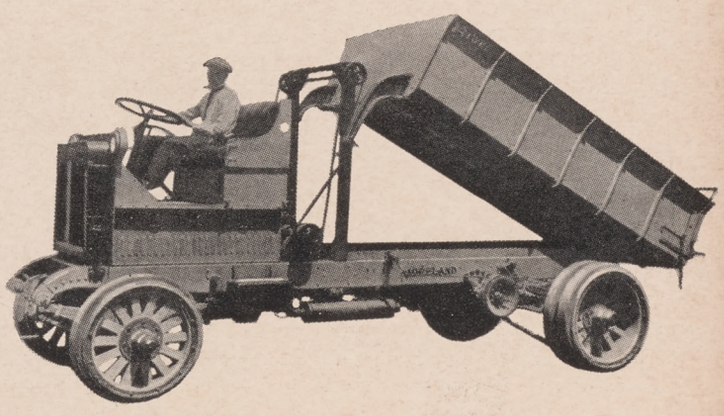
• In 1908-9 the Pacific Motor and Automobile Company of Redondo Beach offered a roadster called the Coyote, though it is not known whether any were sold. It had eight air-cooled cylinders in line, developed 60 horsepower and was supposed to go 75 miles an hour



• The Miller car was built about 1932 for a Santa Barbara sportsman by J. G. Kirckhoff of Pasadena. It was a $25,000 hand-built model with a V-8 engine with overhead cams and front wheel drive



• The Leach Biltwel Motor Company occupied a plant on Santa Fe Ave. where they assembled ornate cars for the carriage trade. Betty Blythe bought this one for $5750 in 1922 and pridefully posed beside it for the photographer. Note the fancy steps instead of running board



• For 30 years, longer than any other automobile, the Moreland truck was manufactured, first in Los Angeles and in Burbank from 1920 until 1941. This is a 1914 model which sold for $3500



LESTER GIBSON

• The Sherwin Grade in 1916 was an obstacle to be reckoned with on a trip through the Owens Valley where the road was a sandy track



SANTA BARBARA PUBLIC LIBRARY

• A stage coach goes over the San Marcos Pass in style but motorists were warned, "brakes should be well looked after before making the run"



• This sort of thing happened all too frequently on the Cajon Pass in the days before this important transcontinental highway was paved

LESTER GIBSON



• Gaviota Pass in 1915. During much of this year the pass was closed for construction work and motorists were warned to take the San Marcos Pass

Fifty Years of Service to Motordom

AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA GOOD ROADS AAA

1900-1950

LESTER GIBSON



• The 1915 Ridge Route turned and twisted along the crest of the mountains and dipped crazily into the canyons, but it was the shortest way to Bakersfield and for a time served its purpose well

"SO WE THREW HER IN LOW"

E. P. HILLIKER



WHEN motoring was a sport rather than a necessity and road conditions went from bad to worse, drivers had two inexhaustible subjects of conversation. The first and favorite topic was the power of their respective cars on a steep grade, in deep sand or sticky mud. Not always was success the result of the battle with the highway, and then it was that the second subject came into full flower of phrase and invective. The size of the rocks in the road, the depth of the water over the running boards at the center of the ford, the mud on a "bottomless" road, all were described in lurid detail.

A driver's proudest boast was very apt to be, "So we threw her in low and went over that pass like a bird."

From these tales of the struggle and the determination to do something about it came the magnificent highways of today.



• Newhall Pass (1906) was at the top of a grade described succinctly in a club Tour Book, "grade here 30 percent." The Newhall tunnel was a later boon

• Casitas Pass about 1910 was "filled with sharp turns and steep grades . . . about 20 percent. The uninitiated should use the hill-climber to be safe"

UNION TITLE INSURANCE AND TRUST CO.



PACKWOOD



• The grade at Torrey Pines was a corker before it was paved but by the time this photo was made, probably about 1915, though still steep, it was much easier to climb

• The road is still called the Ridge Route though it no longer follows the top of the mountains it crosses. This section is between Gorman and the Grapevine

MY LAST RACE

By Ralph Hamlin

MY WIFE never did like me to race but it wasn't until 1912 that she finally extracted a promise from me to quit. I had been racing for a good many years. Four times I entered the Phoenix Road Race without winning it. We could both remember the time, the expense—and the worry. There was the first Phoenix race when I spent the better part of a day and some of the night running over the desert looking for the Ehrenberg Ferry crossing of the Colorado. There was the accident of the 1909 trial run that ruined the air-cooling system on my car and caused me to spend one night on the desert and three days in Glamis waiting for transportation home. My wife lived through these, and countless other experiences year after year. In retrospect, I can appreciate her reasons for extracting that promise from me. The 1912 race was pretty important to us both.

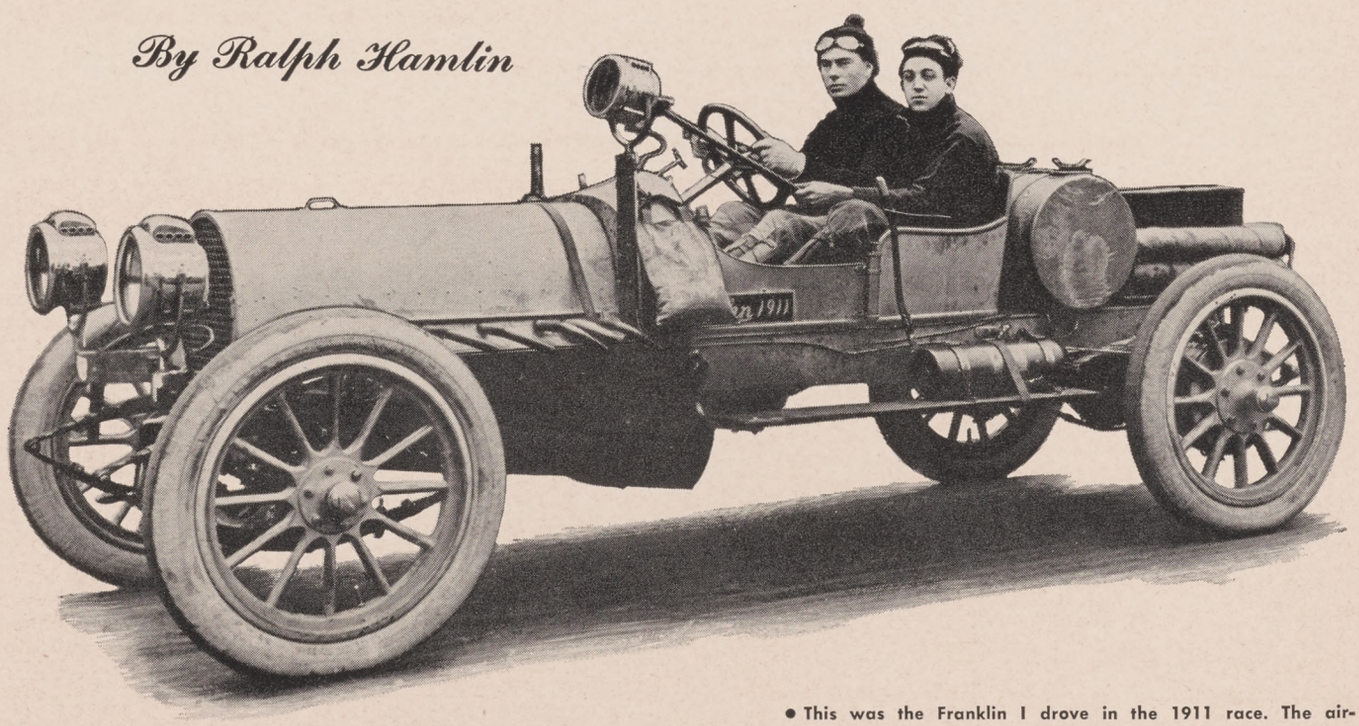
I laid my plans with care, and after an early test run set a schedule that would bring me into Phoenix in 18 hours and 10 minutes. My racing time later proved to be just 12 minutes behind that mark. As in the four previous races, my car was a Franklin. It seemed to me that its air-cooled motor, large tires and light weight should be ideally suited to the heat and sandy trails of the desert. Andrew Smith, an old friend, rode with me as mechanic. When we lined up that Saturday evening of October 26 for the 11 P.M. start, we had 11 formidable opponents. Among them were Bill Bramlette driving a Cadillac, Louis Nikrent driving a Buick and Charles Soules in another Cadillac. All three had been in previous races, Nikrent having won the 1909 contest in just over 19 hours.



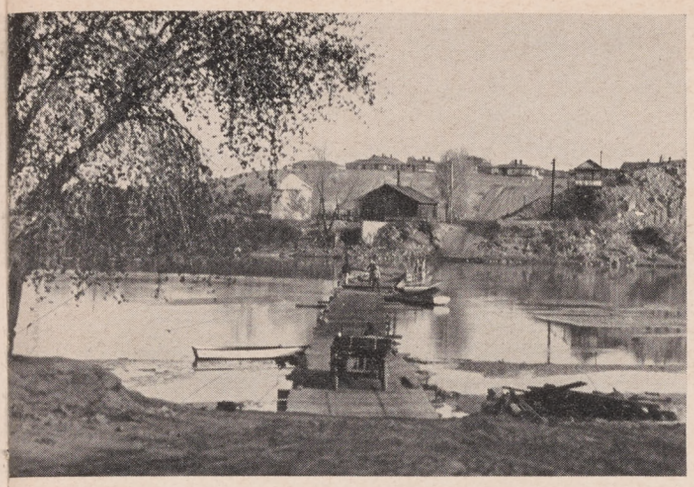
● After the race they carried me through the Phoenix fair grounds to the tune of beating drums

I was counting on a long stretch of sand between Los Angeles and Yuma on which to overtake the bigger, heavier cars that could outdistance me on the sections of good roads. I planned to take few chances, running as close to schedule as possible. It was a winning schedule, I thought, unless a major mishap occurred.

Eddie Maier, the starter, slapped the first driver on the back at exactly 11:05 and the rest of us started off at five-minute intervals. Eight cars preceded me through the city and out onto the good roads of Los Angeles County. The crowds thinned as we moved into open country and down through the San Gorgonio Pass. Smith was busy keeping the searchlight on every twist and turn in the road as our Franklin averaged better than 65 miles per hour passing through Pomona. Just out of Ontario we came upon the only bad accident of the trip. Smith yelled that the twisted mass of broken steel was Louis Nikrent's Buick. We barely missed running into it, a fate that we later found had put



● This was the Franklin I drove in the 1911 race. The air-cooled motor and light weight were well suited for the desert



• By 1916 there was a pontoon bridge at the Ehrenberg crossing



• Here's my Franklin near Indio during the trial run for the 1912 race

Charley Bigelow and his Mercedes out of the race. We heard Nikrent was unhurt so we kept on and soon overtook one of the six cars that remained ahead of us.

A few miles out of Banning we passed the 32-horsepower Hupmobile driven by Leonard Jones, and then caught the first Cadillac to start the race. Near White Water we sighted Bramlette and finally passed him just before entering Palm Springs. Only two cars were ahead of us now: the Cadillac driven by Soules and Al Faulkner's Simplex. I knew that both of these men would take advantage of every inch of road.

At Indio we threw our first and only tire of the race. Every one of the eight minutes that it took to change it seemed like an hour. Coming into Coachella the roads grew better and now only a few moments separated us from the leaders. We went through Mecca and started out on the sands of the Colorado Desert when we suddenly saw Faulkner's Simplex some 12 miles ahead of us kicking up a trail of dust and sand. It would take some driving to pass that car!

As we passed through Brawley I decided that we must catch him in the dreaded Mammoth Wash, a wasteland of sand. I remembered it well, for it was here that I broke a rear axle during the 1909 race. This time we had better luck.

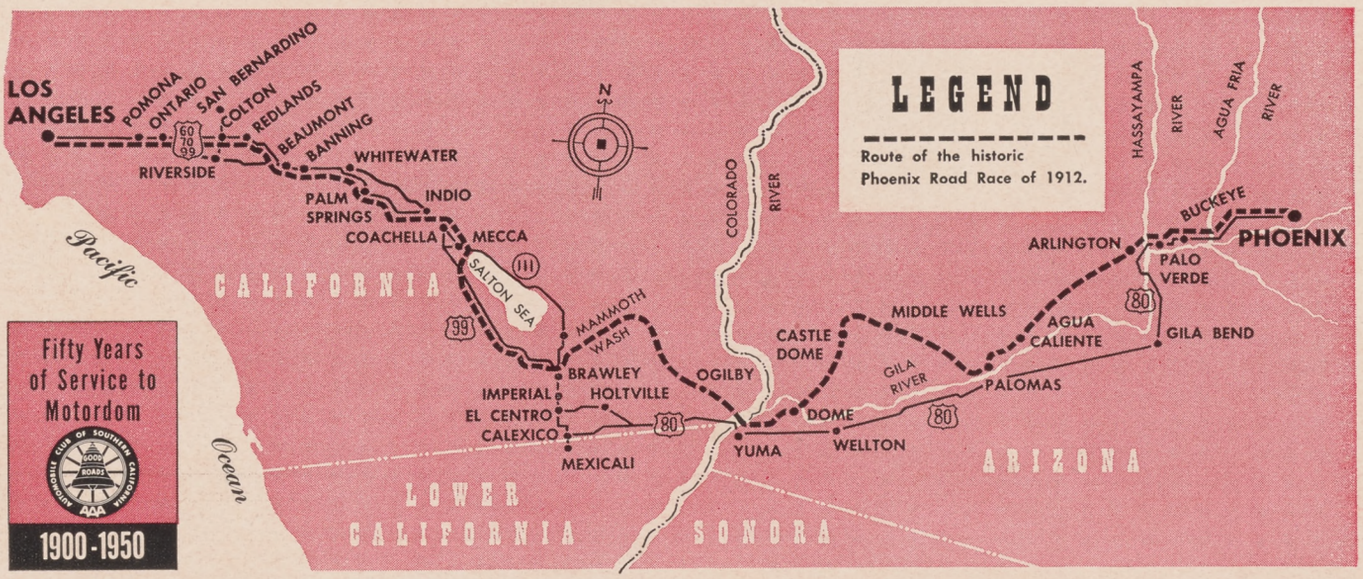
A few teams of horses had been placed along the way to pull out unfortunates who got stuck in the sand, but we had no use for them. Our large tires and the light car lived up to my expectations. A few miles from the head of the wash we came upon the Simplex, helplessly stalled in the sand. Now we were second in the race and leading all others in running time. The Arizona hills came into view and then we saw the Colorado River. We got the car onto a crude raft and some Indians pulled us across the river by a cable. So ended the first lap. Our cars were in control at Yuma from noon Sunday until daybreak Monday. But there was little rest for us. Telegrams poured into town. Ahead of us were raging streams and washed out roads. The Hassayampa River was impassable. Ferry service was discontinued. The bridge was out. We didn't sleep much that night!

The next morning we were on our way. It was 202 miles to Phoenix and we were trying to hold the lead we had established on Saturday. We crossed the Gila River, went through Dome, Middle Wells, Arlington and Buckeye. For an anxious 10 minutes we lost our way. Someone had reversed the signs at the Gila River and we took the wrong turn. But back on the road, we were still in the lead as we approached the swollen waters of the Hassayampa. Fortunately, we located a spot where the water was no more than two feet deep and crossed safely. At the Agua Fria River we had the same problem, but by wrapping the magneto in a rubber cover we managed to keep from stalling.

Now we were more than 20 miles in the lead. Soules was the only driver within reach and the prize was practically ours. We were two happy men when we saw Phoenix. The race was won. Our time, 18 hours and 22 minutes, was the fastest time then recorded for this run.

When the shouts and cheers were over I had time to think. I had at last won the Phoenix Race. It was my last race. I had made a promise and there was someone at home waiting to hear the news.

• All the cars were held in Yuma overnight. My driving time for the race was 18 hours and 22 minutes





• Travel into Sequoia was by horse-drawn vehicles from 1890 when the park was created until 1904 when the first automobile arrived



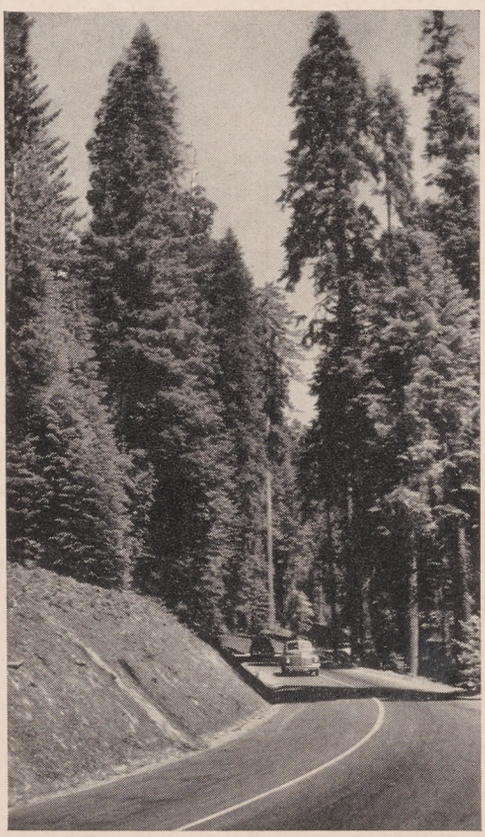
• Automobiles were never banned from Sequoia as they were from Yosemite. This photo, taken about 1917, shows cars parked at the foot of Moro Rock

Fifty Years of Service to Motordom

1900-1950

Into Sequoia by Horse and Car





THE FIRST road into the area now contained in the Sequoia National Park was pioneered by the Kaweah Colony, a socialist group, and finished by the army in 1904. The road was steep and narrow, some of the pitches were grades of 15 and 18 percent, but the magnificent forest of giant trees proved an irresistible attraction. More and more visitors arrived by stage and automobile to gasp at the size of the big redwoods and to climb the perilous trail to the top of Moro Rock for the unparalleled view of the Sierra Nevada. Since that day in 1858 when Hale Tharp, the first white man to see the big trees, was led by some Indians to Giant Forest, the ancient monarchs of the mountains have inspired and awed countless thousands.

• At the left is a 1911 Franklin on the road into Sequoia and at the right is the modern highway which was completed in 1926 by way of Ash Mountain and Deer Ridge. Good roads and better cars have made accessible to everyone mountain areas that once were reached only by the most adventurous and daring motorists

Nearly every motorist kept a log book for his early automobile trips, wherein were recorded mileages, expenses and some notes on the condition of the road. Here is the log of a memorable trip to Yosemite in a 1906 Oldsmobile



ONLY ONE FLAT TIRE

By Howard J. Schoder

DATE	LOCATION	ODOMETER READING	TIME	EXPENSES
May 24	Los Angeles	3427	8:15 am	Gas 11 gal. $2.95
1907	Santa Barbara	3533.6	4:45 pm	Oil pt. .25
May 27	Santa Barbara	3557.2	7:00 am	Gas 9 gal. 2.60 5 gal. and storage 4.85
	Encountered new grade on descent of Casitas—part 35%—other roads very good.			
	Top San Marcos		8:30 am	
	Paso Robles	3705.6	8:10 pm	
	Top of grade between San Luis Obispo and Santa Margarita stopped for fire in car at watering trough. Put out by Harry and I using our hats and water.			
May 28	Paso Robles	3705.6	10:10 am	Gas 9 gal. 2.70
	Del Monte	3852	9:30 pm	
	(Lockwood Hotel for lunch) Windstorm off King City. Photo taken by Harry while going 35 mph. Encountered new road between King City and Salinas. Pass over Jolon Grade; all parts wide enough for two teams.			
May 30	Del Monte	3873	8:00 am	Gas 16 gal. 4.25
	San Francisco	4007	6:00 pm	Oil 2 gal. 1.90
	Road excellent in places—we ran up to 40 mph.			
June 1	San Francisco	4039.5	8:10 am	Gas 8 gal. 2.55 Repair speedometer .50 6 dry cells 1.80
	Merced	4200.5	11:00 pm	
	Off road 20 miles. Trouble with speedometer. Lost road many times.			

DATE	LOCATION	ODOMETER READING	TIME	EXPENSES
June 2	Merced	4200.5	10:30 am	Gas 17.5 gal. $6.10
	Wawona	4292	7:30 pm	
	A gradual grade but very long. The summit is nearly 7000 feet, the drop to Wawona is heavy, being only 4 miles and over 2000 feet.			
June 3	Wawona	4293	11:00 am	
	Mariposa Grove and return	4314	1:10 pm	
	We climbed higher than 6800 feet. Took photos of car passing through Wawona Tree.			
June 4	Wawona	4316	6:10 am	
	Yosemite Valley	4343	9:30 pm	
	Harry blew in the gas tank and forced gas to carburetor; by the combined weight of four on right side, the gas continued to run and we made the summit.			
June 8	Yosemite Valley	4343	10:00 am	Gas 20 gal. 12.00
			12:00 midnight	Oil 2 qt. 2.00
	Merced	4446		
	Roads between Coulterville and Merced Falls very rough—the worst encountered since leaving Los Angeles.			
June 9	Merced	4447	11:00 am	Gas 7.5 gal. 2.25
	Bakersfield	4635	12:00 midnight	
June 10	Bakersfield	4635	9:00 am	Gas 17 gal. 8.05
	Los Angeles	4810	11:30 pm	
	First blowout on trip—changed in thirty minutes.			

Y. S. & T. CO'S TOLL ROADS

Mr. H. J. Schoder has paid
Tolls for ~~Madera~~ Road
" "Autos 4 people" Yosemite " 25.00
" " "~~Bridge~~" "
" " " " " Mariposa " 25.00
50.00
C. A. Washburn COLLECTOR.
Wawona June 4th 1907



• In 1907 the road into Yosemite was closed to automobiles and not until 1913 were they again permitted in the valley

• The Schoders were accompanied on their trip by Harry and Mrs. Harrison. Here they are in front of the Sentinel Hotel



TITLE INSURANCE AND TRUST CO.

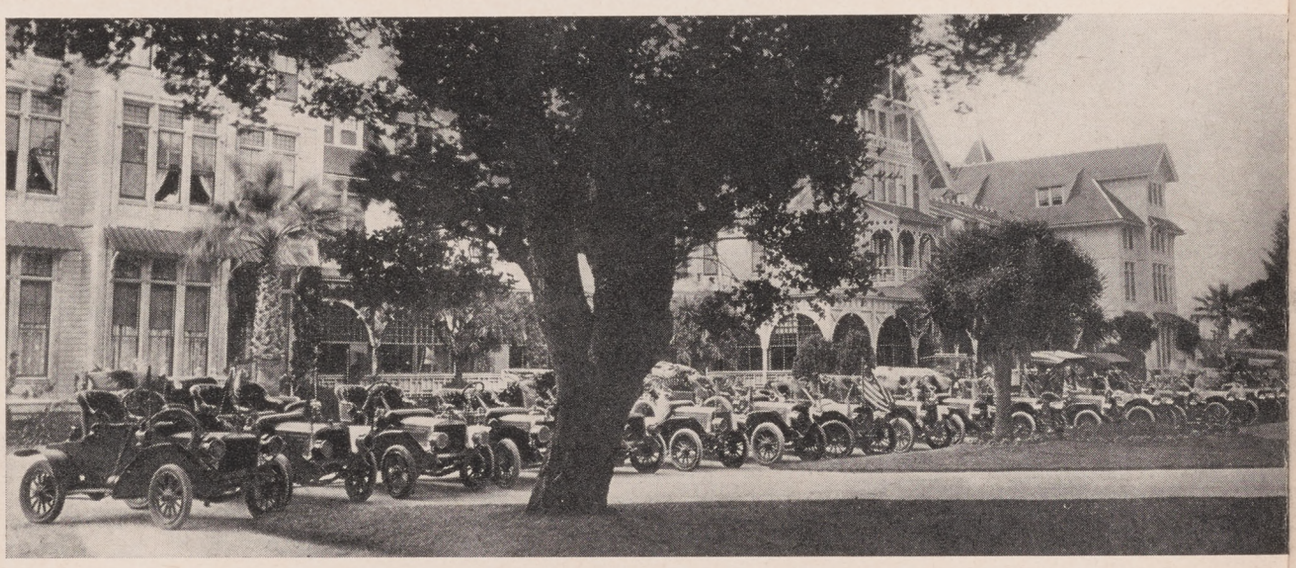
• Arrowhead Hot Springs Hotel, still a famous caravansary, in 1908 was catering to "automobilists" at $3.00 a day American plan



• The Arlington Hotel at Santa Barbara was destroyed by fire in 1925. When this photo was taken, about 1911, it was the goal for many motorists

Fifty Years of Service to Motordom

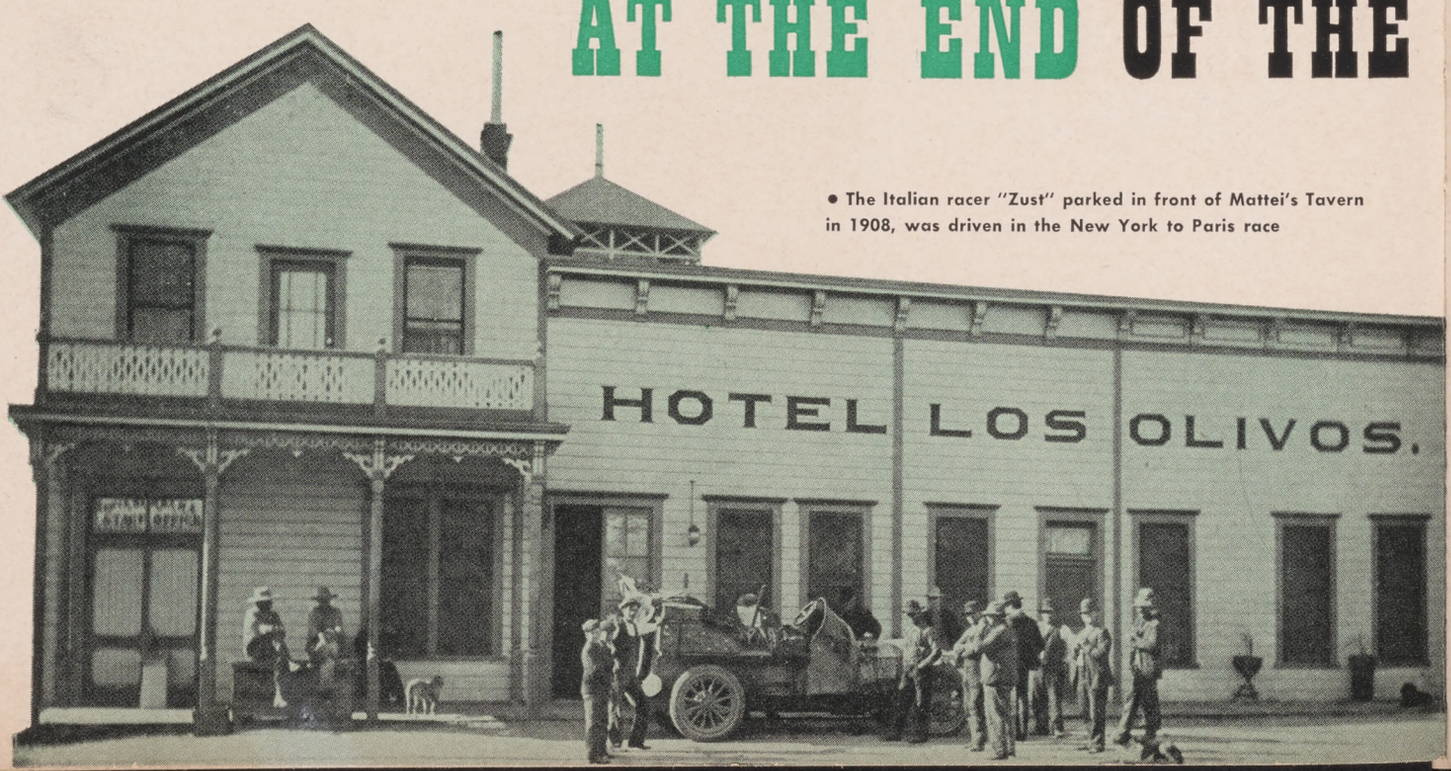
1900-1950



• The Del Monte Hotel in 1908 often had as many as 100 machines lined up over a week end. Club runs and racing meets were held

These Mitchell owners got together for a run to the Del Monte Hotel, "The Motorists Paradise." Its garage had a concrete floor

AT THE END OF THE



• The Italian racer "Zust" parked in front of Mattei's Tavern in 1908, was driven in the New York to Paris race



• The Santa Maria Inn with its lovely gardens is still a popular stopping place for motorists on a leisurely trip to San Francisco by the coast road



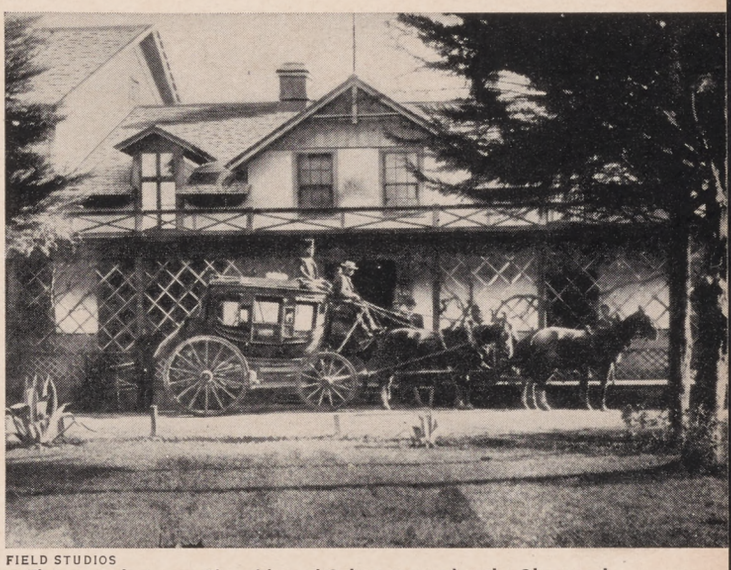
UNION TITLE INSURANCE AND TRUST CO.

• Ground was broken for the Hotel del Coronado in 1886. By 1904 the sandy wastes around it had been made a tropical green garden



TITLE INSURANCE AND TRUST CO.

• On the site of Galen Clark's ranch, opened in 1857, was built the Wawona Hotel, where travelers still break their journey into the Yosemite Valley



FIELD STUDIOS

• The stage between Riverside and Colton stopped at the Glenwood Tavern in 1885. Today this hotel is the world-famous Mission Inn

JOURNEY

In the early days the proud owner of a horseless carriage invited his adventurous friends to "go for a run" in his auto. Sometimes they ventured out onto country roads alone, sometimes they banded together with other owners of the same make car or maybe 30 or 40 members of the auto club arranged a run so there would be help at a dangerous ford or the 30 per cent grade to be negotiated on the route. But nearly always a run had as its goal one of the wonderful resort hotels that were scattered at scenic spots in California. These hotels were a real haven for motorists. They catered to automobile parties and very early advertised "Free Garage" as well as "Meals at any hour for automobilists."



HELEN LUKENS GAUT

• Dr. Harry Coffman and his wife Nellie started the Desert Inn in Palm Springs three years before this photo was taken in 1912. Nellie Coffman died last year but her sons carry on





• One of the National Old Trails signs stands in the patio at club headquarters

Signposts TO GOOD MOTORING

IN THE days when our highways were muddy trails it was mighty easy for a motorist to lose his way. First of his needs, therefore, was information on how to reach his destination. In 1905, when the Club had but 250 members, its signposting activities were started. There were no paid employees but the president of the Club, its secretary and other officers posted the roads to the beaches, to San Diego via Elsinore, to Santa Barbara by way of the terrifying Casitas Pass and to Riverside and San Bernardino.

In 1912 club signs on the desert pointed to the nearest waterholes and two years later a crew was signing the National Old Trails to Missouri, first of several transcontinental highways to be posted by the Club.

So was born the first club service to all motorists.



• The Club posted roads far afield. This sign was erected 565 miles east of Los Angeles. Before 1918 the Old Spanish Trail, National Old Trails and the Midland Trail were all posted



• First posting of roads was done by club officers as early as 1905 but 10 years later crews were at work east to the Mississippi River and Southern California roads were all well signed

• In 1914 three men in a Moreland truck posted 4,000 signs on the road between Missouri and California, the first transcontinental highway signs



Fifty Years of Service to Motordom

1900-1950

• Below is one of the present fleet of trucks operated on Southern California highways. In the last 40 years some 280,000 signs have been erected



HUBERT A. LOWMAN



• A signposting truck, loaded with posts and signs for the Coast Route, leaves the Club office at Eighth and Olive Streets in 1913, when there were 6,000 club members and 50 employees





• The journey to Idyllwild in 1913 was easily made in seven to eight hours and it was possible to go by way of San Bernardino and Banning and return by San Jacinto

Fifty Years of Service to Motordom

1900-1950

IN THE old days motorists went well prepared when they ventured away from city streets. One driver on a 1909 trip to Bear Valley took along 300 feet of extra twist half-inch Manila rope, three double blocks, two six-foot oak boards, two pieces of 8-ounce duck 18 inches wide and 50 feet long, one shovel and one axe. Every bit of the equipment was used on the trip.

It was not always so difficult, of course, but nearly every journey out of town meant driving through a stream, or climbing steep grades on a road where boulders alternated with deep sand or muddy ruts. A Club official boasted proudly in 1909 that his Marmon had averaged 17.8 miles per hour on the trip from Los Angeles to Santa Barbara and used only 13½ gallons of gasoline. On the run he passed 8 automobiles, 85 rigs, 4 streams, 8 bridges and 10 railroad crossings. A run into the country was an adventure in those days.

A RUN INTO THE COUNTRY

• Three Tourist cars climb the grade to the top of Mt. Rubidoux for a view of the orchards and ranches around Riverside

FIELD STUDIOS



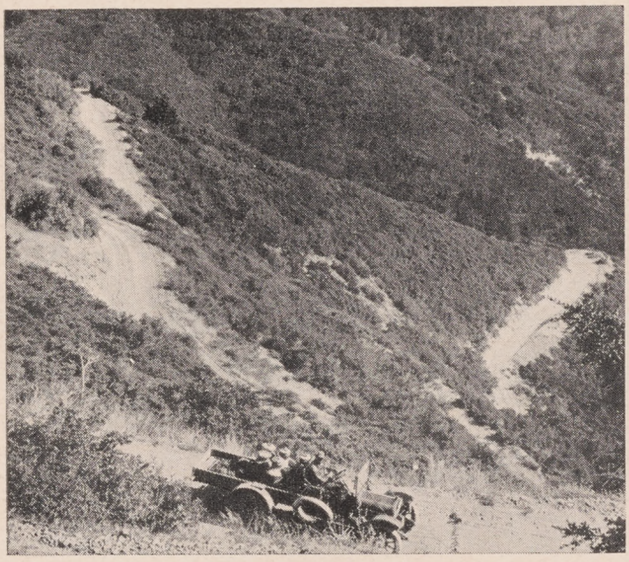


TITLE INSURANCE AND TRUST CO.

• Santa Paula, about 1905, was reached after a grueling trip over the Newhall Pass, grade 30 percent, Saugus, Fillmore and Sespe



• Ontario's famous Euclid Avenue about the turn of the century was a remarkable example of community planning in an age when towns grew like Topsy



• Big Bear Lake was only four hours from Redlands in 1915, over Mill Creek road, called "the most beautiful road in California"



SECURITY FIRST NATIONAL BANK

• Before the Mill Creek road was opened skillful and adventurous motorists drove to Bear Valley by way of Cajon Pass, the desert and Cushenberry Grade



E. P. HILLIKER

• A 1906 Autocar "Built by Brains for Men Who Know" on the road to Russell's Lake, now Malibu Lake, in the Santa Monica mountains



TITLE INSURANCE AND TRUST CO.

• From Smiley Heights, Redlands, about 1895, was a famous sightseeing point. A. K. Smiley in 1912 opened the drives of his park to automobile parties



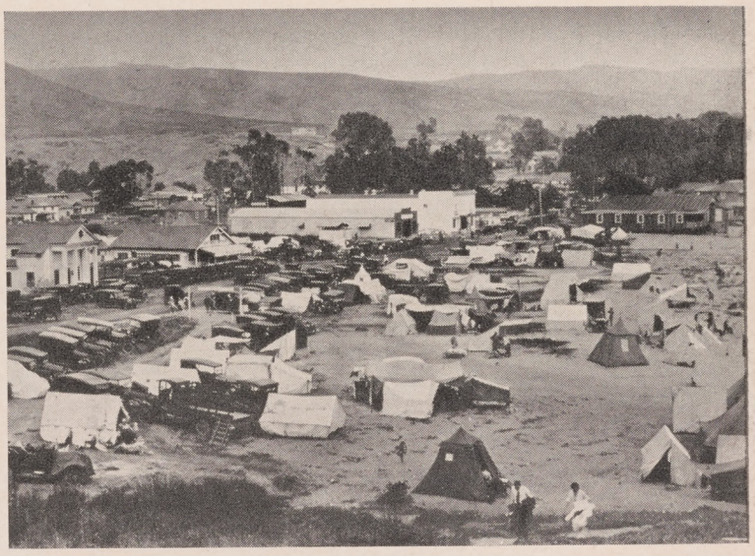
Along the Sands:

From CORONADO to LONG BEACH

TITLE INSURANCE AND TRUST CO



3 The Arch Beach road south of Laguna Beach was described in 1908 as a "good wagon road only." This was the road in 1905



4 Camping on the beach at Laguna was popular in 1923. It was not until 1929 that the coast road was completed from Balboa to below Dana Point

LONG before the automobile came on the scene, summer excursions to the beach were made by train or horse and wagon. But the automobile brought the ocean closer and inevitably changed the character of beach cities.

The delights of a trip to the beach are described in an article in *Touring Topics*, forerunner of WESTWAYS, for October, 1909.

"No pleasanter, or enlivening way to spend the evening can be imagined than to leave Los Angeles for the beach at about 5:00 P.M. in a good, easy-riding automobile, fill the lungs with good salt-laden ozone to their limit on the trip down and, upon arriving at the beach, take a short dip of about twenty minutes in the brine. Then 'the big feed' at the hotel and after listening to the music, enhanced by a good smoke, return at about 10:30 by the light of the moon. And sleep, why the average business man will sleep like a babe after treatment like this! And so easy to take too. But the roads must be in good condition to enjoy all this, otherwise Mr. Business Man is so jolted and bounced that instead of his trip being a benefit, it will work a hardship and he'll vow that he'll not be caught again in like manner."



LOS ANGELES CHAMBER OF COMMERCE

7 A stroll on the pier at Long Beach was considered a pleasant diversion for a Sunday afternoon. Beach crowds such as this one were not unusual



UNION TITLE INSURANCE AND TRUST CO.

1 In 1905 Coronado's Tent City was the place to go. There were band concerts, dancing, swimming, tennis and boating to amuse the crowd



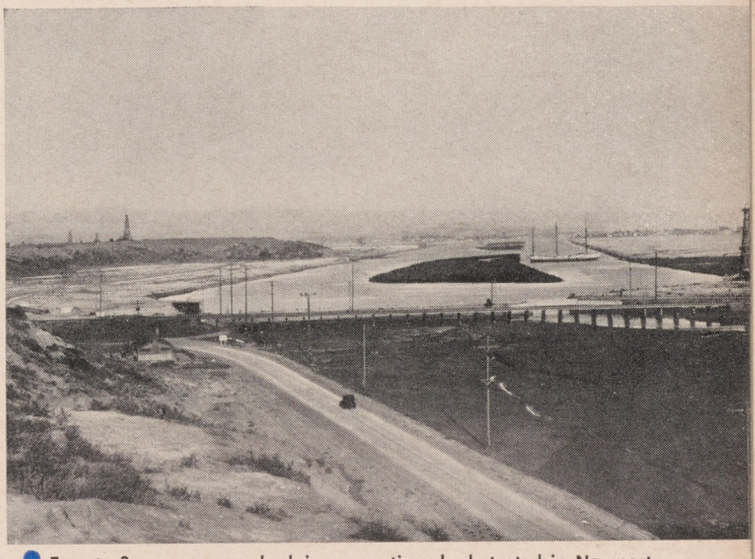
2 First public transportation in Coronado was the steam train which ran from the ferry down the Silver Strand to Otay. This was 1886

NEWPORT CHAMBER OF COMMERCE



5 Newport Beach was popular even before Balboa. This photo, made about 1903 shows a surprising number of automobiles for that time

TITLE INSURANCE AND TRUST CO.



6 Twenty-five years ago dredging operations had started in Newport Bay, but cockles could still be gathered on the harbor sand flats

PACKWOOD



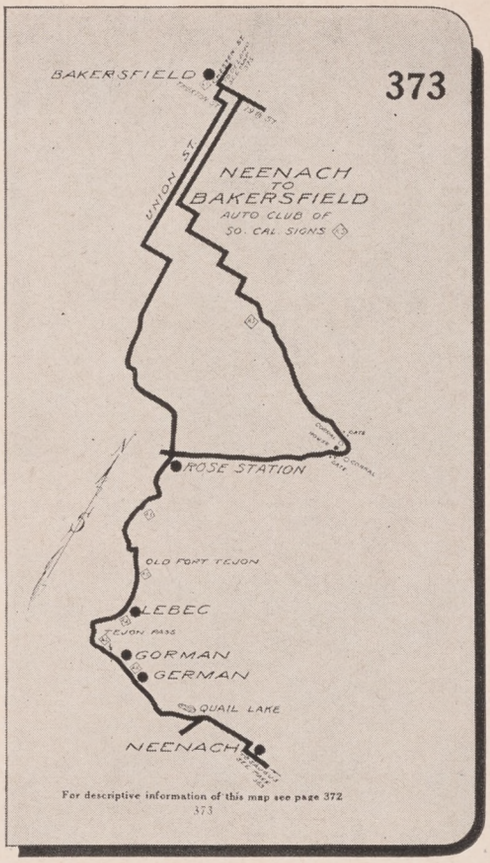
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By 1950 Newport Harbor had become the busiest small boat port on the coast, with dock space at a premium for the thousands of pleasure craft sailing over its quiet water

Fifty Years of Service to Motordom

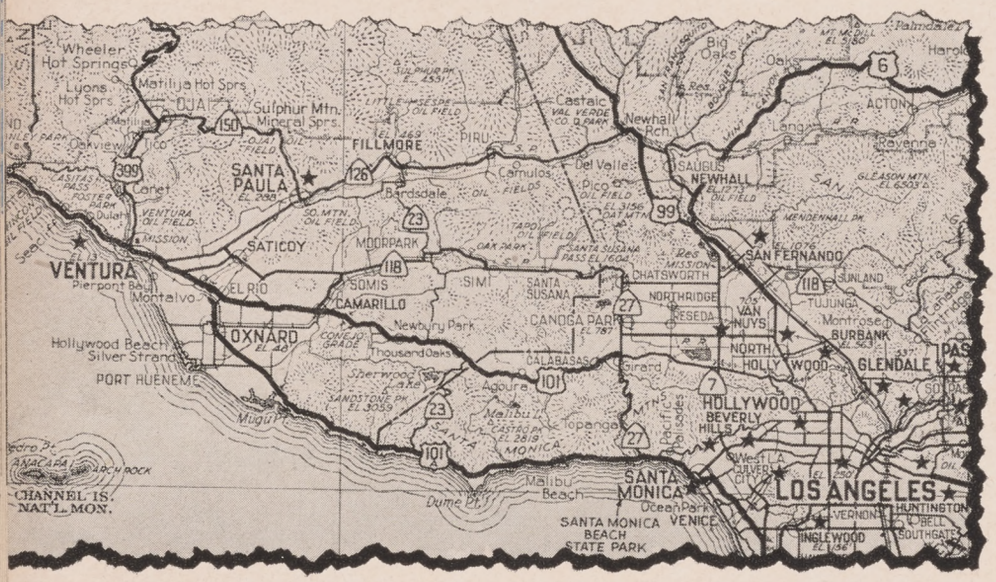
1900-1950

MAPS of the CHANGING ROADS



For descriptive information of this map see page 372

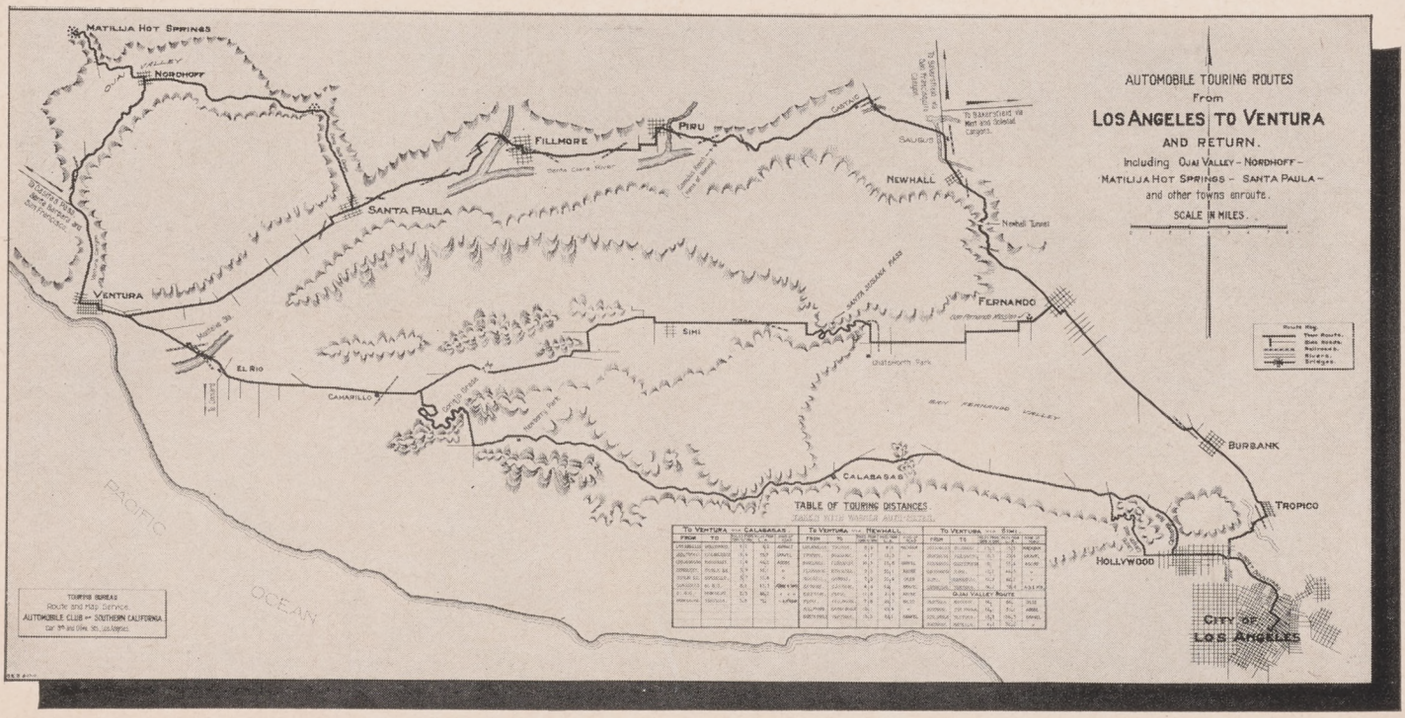
373



• In the 1908 Tour Book issued by the Club, maps were sectional as shown above, with detailed descriptions of the route given on the facing page

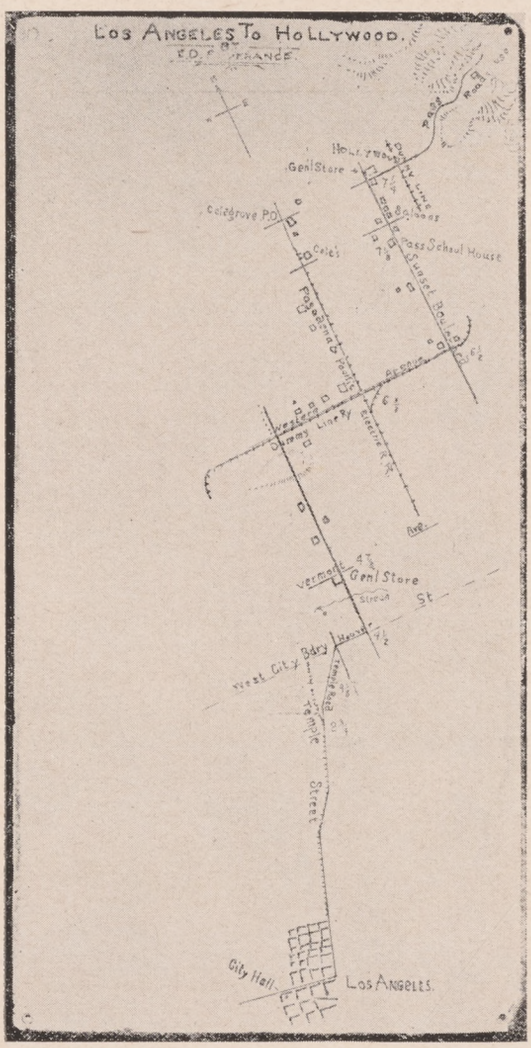
• At the left is a section of one of our modern Southern California maps. Paved highways connect dozens of towns that didn't exist 40 years ago

• Below is a 1911 Club map, when Glendale was called Tropico and Ojai was named Nordhoff. It was a long way between gas stations in those days



• At right is the present Los Angeles and Vicinity map showing enormous changes since the 1912 map of the same region below. Tropico, Lankershim and Sherman no longer appear on map





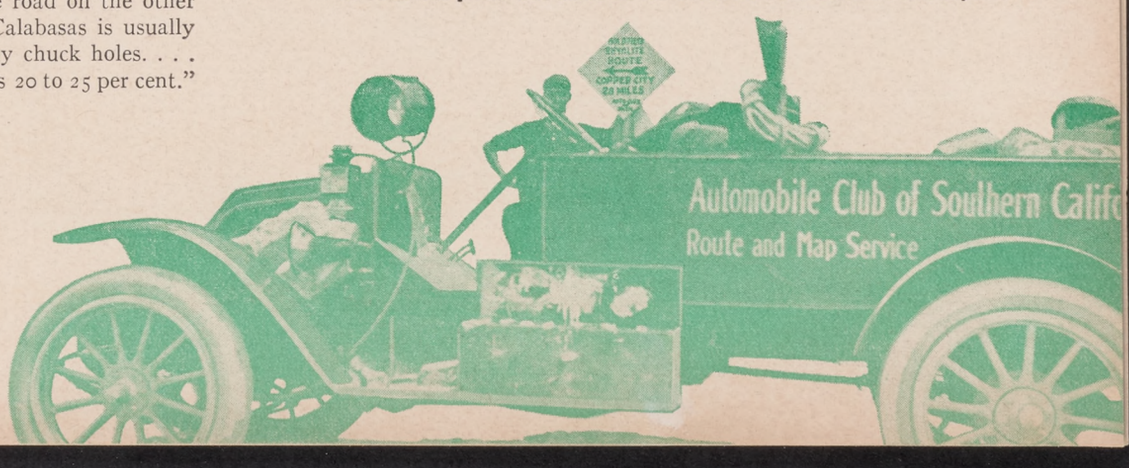
• First map book to be published of Southern California roads was put out by the League of American Wheelmen in 1896 and contained suggested bicycle trips



During the last half century club maps have been changed many times, but their purpose has remained the same: to guide the motorist safely to his destination.

The early tour books were filled with admonitions appropriate to the motoring conditions of the day. "Follow the telephone line 2.4 miles to fork in road. . . . There is still a grade of about 12 per cent which can be easily negotiated on the intermediate gear. . . . Gate at 77.4 miles. Pass through and follow along fence around field. . . . The road on the other side of the Pass (Cahuenga) to Calabasas is usually pretty dusty and has a great many chuck holes. . . . No difficulty in going down. Grades 20 to 25 per cent."

• The car below was used by the Club in its signposting work about 1910 or 1912. The photo was made on the desert between Goldfield and Rhyolite



Fifty Years of Service to Motordom
AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA
GOOD ROADS
AAA
1900-1950

Along the Sands:

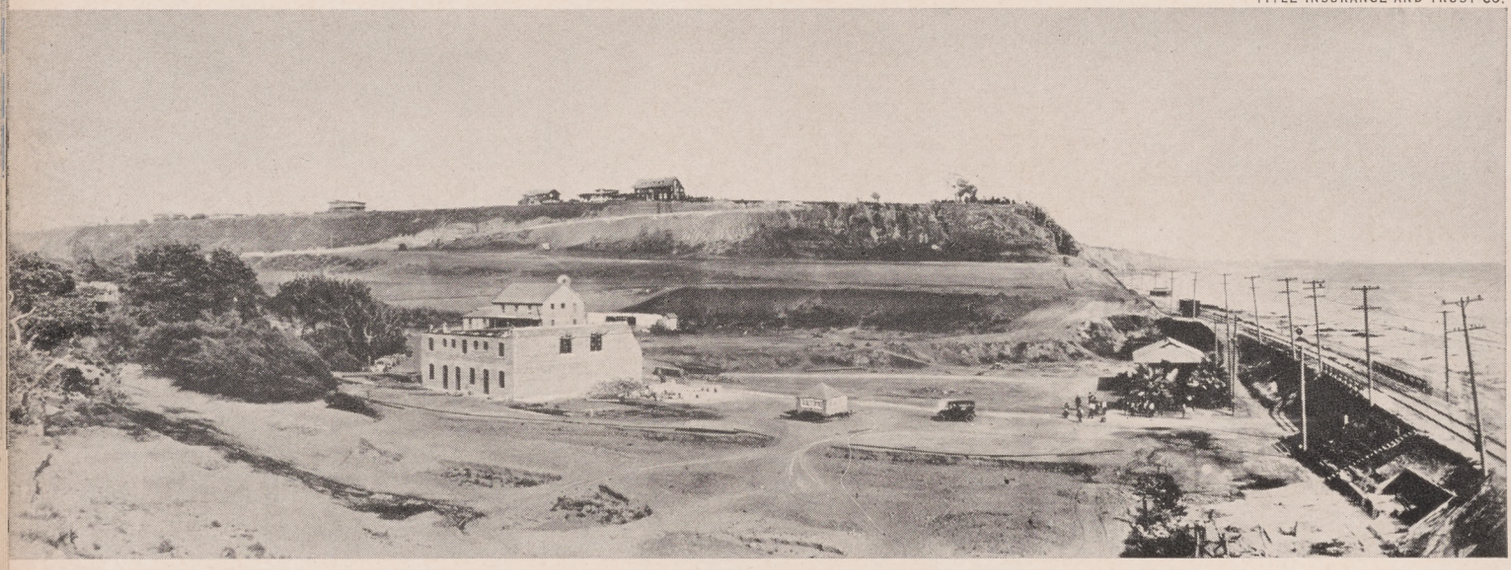
From SANTA MONICA to PISMO

TITLE INSURANCE AND TRUST CO.



1 Shirtwaists and skirts were worn by the ladies of 1905 at the bathhouse at North Beach in Santa Monica

TITLE INSURANCE AND TRUST CO.



2 Across the mouth of Santa Monica Canyon in 1905 ran the Southern Pacific Railroad, built to connect with the Long Wharf, just north of the canyon. The Long Wharf, completed in 1894, cost a million dollars and was an early step in the long fight to make Santa Monica a major harbor

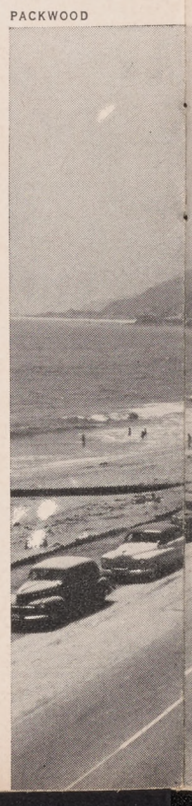
THE SCENIC roads along our coast were not always a pleasure to drive. Early motorists had little opportunity to enjoy the beauties of a trip unless they stopped by the side of the road. Sandy stretches, boulders or deep ruts in the narrow, winding highway were constant menaces to their progress, and always there was the possibility of meeting a team of horses not yet accustomed to the noise and sight of gas buggies.

North of Santa Barbara before 1910 the road was called "57 Varieties" because it called for going through one's gears at least 57 times.

TITLE INSURANCE AND TRUST CO.



PACKWOOD



3 In 1912 there was no traffic problem on the coast road north of Santa Monica, but automobiles brought changes as shown by the photo at right

Fifty Years of Service to Motordom

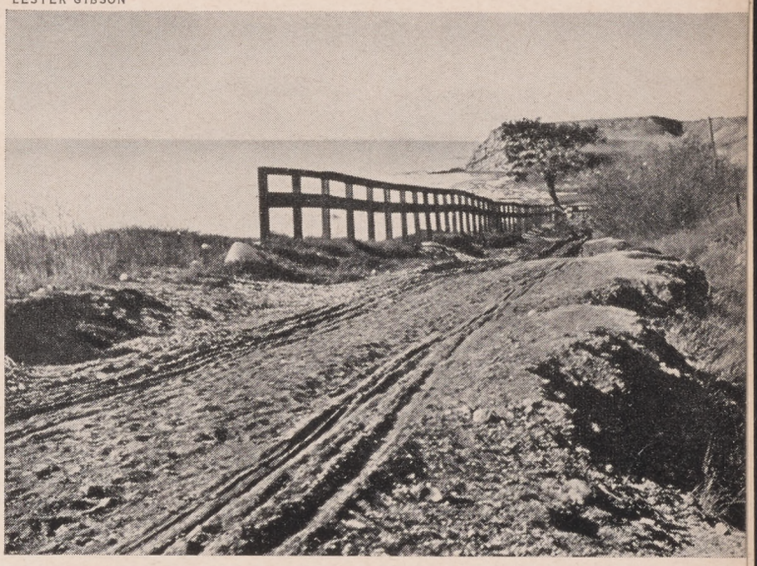
AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA — GOOD ROADS — AAA

1900-1950



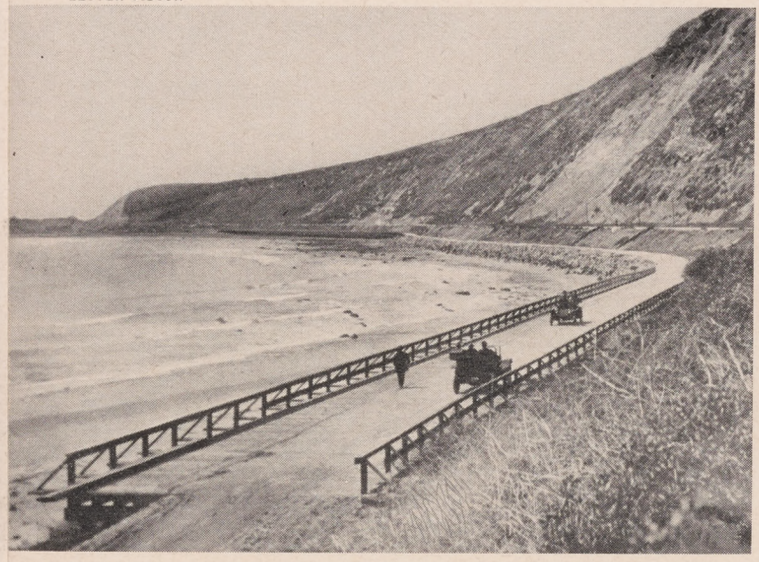
4 Malibu road, shown here about 1912, was built only to Topango Canyon until 1929 when the Roosevelt Highway to Oxnard was at last completed

LESTER GIBSON



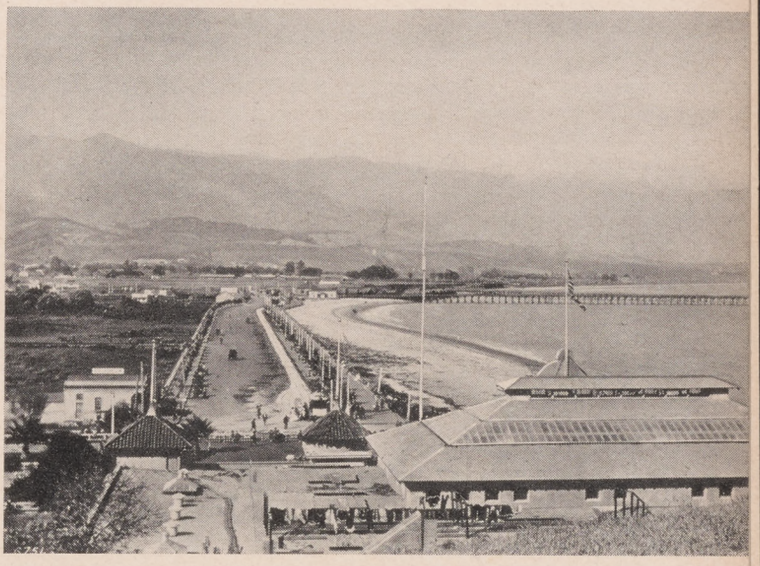
5 Above Santa Barbara the dusty road meandered along the shore to Gaviota Pass where it turned inland. This is near Refugio, 1913

LESTER GIBSON



6 The Rincon Causeway north of Ventura was started as a toll road in 1910 and completed by the State late in 1914 when this photograph was taken

TITLE INSURANCE AND TRUST CO.



7 In 1910, the date of this photo, Santa Barbara was reached by way of the terrifying Casitas Pass, a challenge to the cars of the day



TITLE INSURANCE AND TRUST CO.



8 Plans were afoot in 1910 to make Pismo Beach the largest summer resort in the world. Cars could race 15 abreast on the white sand

Help on the Highway



DORMAN BROS.

• First of the vehicles to be used by the Highway Patrol was the sturdy Dodge truck. At one time as many as 16 units patrolled the Southland highways

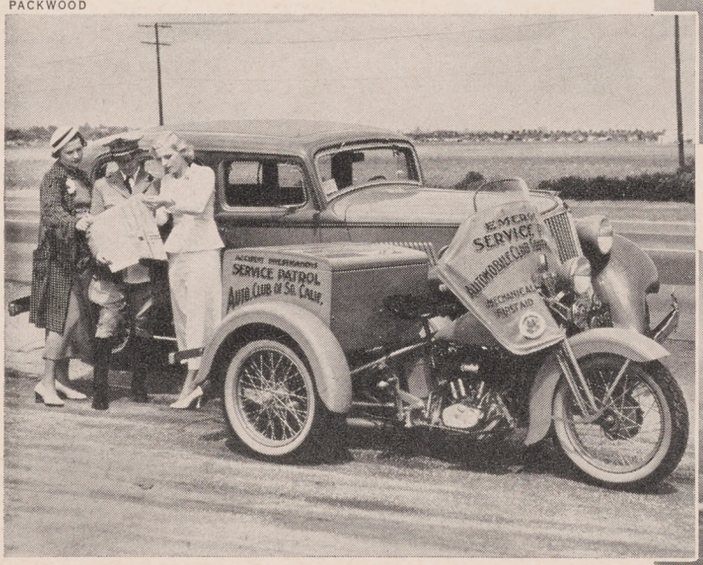
On July 1, 1924, the Club's Highway Patrol service was started with a fleet of Dodge trucks and uniformed drivers. Each truck carried gasoline and oil, spare parts, first-aid and repair equipment and information on highways, hotels and garages. In the first three months of operation they helped 6,000 motorists, swept up glass from the highway and helped to recover stolen cars.

For more than a quarter of a century these highway helpers have been on hand at every major disaster, directing and rerouting traffic, distributing medical supplies, engaging in relief work and rescue operations. Day in and day out they are the friend in need of every motorist on the highway. Their service is not confined to members of the automobile club, and their adventures, humorous, tragic and heart-warming, would fill a book.

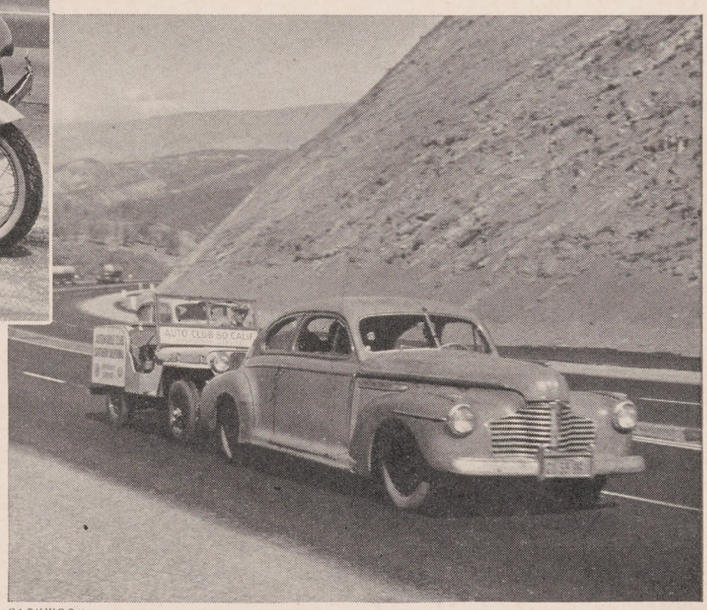


PACKWOOD

• To help a damsel in distress, or any motorist in trouble, was and is, the primary purpose of the "Good Samaritans of the Highway"



• From 1935 until after World War II the three-wheel motorcycles gave aid and information to motorists on the highways



PACKWOOD

• Most efficient of the vehicles is the present tough little jeep, of which 10 are now in service with the patrol

Fifty Years of Service to Motordom

1900-1950

The Wheel and the Bell

The Story of the First Fifty Years of the Automobile Club of Southern California

By Phil Townsend Hanna

¶ "THE WHEEL," *said Mr. Dooley, "enmeshes man in the gears of a devouring universe." "And the bell," he added cynically, "serves only to toll his doom." But Mr. Dooley was wrong.*

¶ *Sometime in the misty prehistoric era a primitive human observed a log rolling down a hill. Then it was that the idea of the wheel was conceived. Along with the lever and the fulcrum, it has eased man's burdens throughout the ages. Civilization advanced as the wheel was adapted to serve the needs of humankind. Today it is an indispensable adjunct of modern life, and society would be a dismal void without it*

¶ *Over the span of time the bell has been the harbinger of tidings—good and bad, but mainly good. The missionary fathers brought both the wheel and the bell to California to stay almost two centuries ago.*

¶ *And so it is that the emblem of the Automobile Club of Southern California—the wheel and the bell—symbolizes the advancement of one of the world's most progressive commonwealths. Look you to the wheel and the bell always, in association or otherwise, as insignia promising liberation from toil and drudgery and as omens of far better tomorrows!*

I

IN THE BEGINNING

1900 - 1910

THE TWENTIETH CENTURY was but a puling infant . . . Washington, D. C., had just celebrated its hundredth anniversary as the nation's capital . . . Smallpox was raging in New York City, and San Francisco and Los Angeles were about to be linked by the coast line of the Southern Pacific Railroad.

The frivolities of the gay 'nineties were slowly vanishing and all over the land sophistication was replacing crudity, while national adolescence was giving measurable ground to a new and more mature civilization.

It was in this transitory period that the Automobile Club of Southern California was born. On October 24, 1900, a "little coterie of high-spirited citizens" met in a lawyer's office in the Stimson Building in Los Angeles to create the organization. On December 13, which the Club regards as its official natal day, a number of these citizens signed articles of incorporation, elected officers and directors, and started a long-going and lusty institution.

Lee Chamberlain, a coal dealer, was chosen president; Harry C. Turner, a realtor, secretary; and the first Board of Directors consisted of some of the most substantial leaders of the pueblo.

The automobile, like the century, was relatively young. Henry Ford made his first steam buggy in 1893, while Samuel Sturgis, a Los Angeles machinist, in 1897 had built the first automobile to be assembled in Southern California. Many more were built in the United States or imported from Europe before 1900.

But the motor vehicle as an element in the American private and public transportation scheme was by no means unanimously acclaimed. It had its advocates and its opponents; its fanatical proponents and its mendacious and rapacious detractors.

Even the voice of public-opinion-forming agencies was strident with dissonance. While the *Los Angeles Times* prophetically declared: "The era of the automobile is close

at hand . . . it has come to stay," and echoed again "the automobile is probably destined to supersede the horse," *Collier's* Magazine (how red its face must be now!) castigated the self-propelled vehicles as "an infernal nuisance." But both the *Times* and *Collier's* had many cohorts in their divergent appraisals.

SO THE automobile club movement came into being as both a defensive and offensive contrivance—a protection against recalcitrant non-conformism and a progressive instrumentality designed to secure for "the horseless carriage" a healthy environment in which it might develop.

Automobile clubs were formed in 1900 in quick succession in many of the principal cities of the United States—New York, Bridgeport, Philadelphia, Buffalo, Boston, Indianapolis, Chicago, San Francisco, Baltimore. With one exception, these, and many more, thrive today.

In the beginning the automobile was an expensive vehicle. Imported cars cost from $2,500 to $25,000; American cars, $650 to $5,000, and this was in the era when the dollar was really worth something. In consequence, automobiles very largely were possessed by the rich, and they were disdained by many as "the rich man's toy."

At the outset, automobile clubs, in the main, were social organizations, the members of which were recruited from the aristocracy. Their position was vulnerable, for the nation was writhing with class consciousness and the fulminations of agitators representing the working classes.

Thus it was that many a hand—official and otherwise—was raised against the automobile and its owner, and public acceptance of the motor vehicle was measurably retarded. Long before the end of the decade, however, the nature of the automobile club had changed. It had shed its hauteur and, through action, demonstrated its worthiness as a public-service institution, functioning in the common interest.

THE AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA, in its beginnings, experienced vicissitudes as well as victories. Its only major schism in 50 years occurred prior to 1903. The record is not entirely clear but it is evident that many owner-members were highly critical of the activities of certain automobile dealers who were members. So the Club was reorganized on June 1, 1903, automobile dealers were excluded from membership (they were re-admitted in 1906 and have been accepted ever since), Dr. Milbank Johnson, an eminent physician, was elected president, and F. W. Flint, Jr., secretary-treasurer.

From its beginning in 1900 until its reorganization in 1903 the Club's activities had been desultory. In May, 1901 it sponsored what was claimed to be the first automobile race meet held on the Pacific Coast at Agricultural Park (now Exposition Park), in Los Angeles. A number of club members participated in the various events, which included obstacle races, a competition between gasoline-propelled and "steam-carriages," and mile time runs, the fastest of the latter being turned in 1 minute, 36 and $\frac{2}{5}$ seconds—a rate a little more than 37 miles an hour.

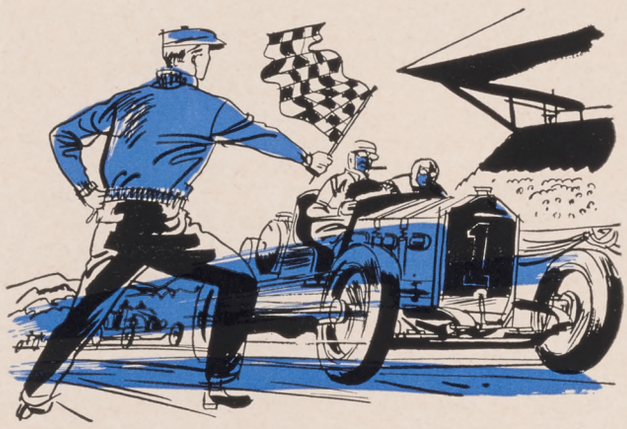
Then in 1902 the Club attempted to promote a moonlight sociability run in Los Angeles but was forced to cancel it because of the bad condition of the streets.

But with the 1903 reorganization the Club started moving toward high gear. The main channels of its interests became quickly apparent. Today they are substantially what they were half a century ago. The Club wanted adequate facilities in the way of good roads—the slogan emblazoned upon its wheel-and-bell emblem and still carried there—freedom from unreasonable legal restrictions, suitable guide signs on principal highways, and proper maps showing the routes to popular motoring objectives.

And with the enterprise that was highly esteemed in that day, the Club set out to gain these benefits for the burgeoning company of motorists in Southern California.

Although the State of California had established a Bureau of Highways in 1895 its duties were described very vaguely and its powers were circumscribed. Such roads and streets as existed had evolved from pioneer trails and were under the jurisdiction of local authorities. The Club set out to persuade these that automobiles were entitled to better surfaces over which to travel, and to negate the prevailing concept of the motor vehicle as "that pleasing diversion of millionaires."

In 1903 club officials transported the Los Angeles County Board of Supervisors to Pomona and return to give the county fathers "a practical demonstration of the ease and safety with which automobiles may be driven over county roads, at different rates of speed, when handled by responsible and experienced drivers." A year later when the State Association of Boards of Supervisors convened in Los Angeles the run was repeated for the benefit of the visiting delegates in a caravan of 42 cars.



ILLUSTRATIONS BY KEN SAWYER

The Club's objective was threefold—to create respect for the motorcar, to further the cause of road improvement, and to secure more liberal laws relating to speed. Subsequent events proved that the Club had gotten in some good licks.

The initial endurance and reliability runs were sponsored for these same purposes, as well as to provide pleasure for club members. The first of such conducted under club auspices was held in June, 1903 with Redlands as its destination. It was won in 3 hours, 20 minutes.

Other club runs were held during this period to Riverside, the Malibu Ranch, and elsewhere, while a parade in Los Angeles in 1904 drew 210 vehicles. Frequently these runs were held on Sunday, which caused a Riverside clergyman to expostulate:

> "In Los Angeles a club composed of wealthy, intelligent and prominent citizens goes out for an auto run on Sunday and by doing this they say as forcibly as they can that the next generation shall have no Sabbath."

Despite the pious divine's admonition the Club's activities and an accelerated influx of automobiles into California were breaking down earlier prejudices.

By 1909 the State of California was in the business of building highways with both feet; Los Angeles County had a road commission and funds with which to build roads, and Los Angeles and its satellite cities, under the prodding of the militantly motor-minded, were looking to the condition of their streets.

California floated its first bond issue in 1909 in the sum of $18,000,000 to build a 3,000-mile system, consisting of two major north-and-south roads (the present Highways No. 99 and No. 101) and a number of lateral routes. The Club viewed the project dimly for it felt that the system had not been properly planned, and that insufficient provision had been made for maintenance. Its original skepticism was adequately confirmed a decade later.

While the Club was eloquently and effectively pleading the case for better streets and highways it was equally active in seeking relief for motorists from onerous legal restrictions. One of the most vexing of these concerned speed. With 1,600

cars operating in Los Angeles in 1904 the maximum speed limit was 10 miles an hour, with a 4-mile limit at intersections, while in Long Beach the maximum was 8 miles an hour. The latter city likewise restricted parking to 15 minutes, not because streets were congested but because it was claimed that oil dripping from standing automobiles was eating holes in the asphalt pavement.

The speed-law situation in Los Angeles inspired the Club in 1904 to undertake a significant crusade for a law providing that no vehicle should go so fast as to endanger life and limb, but removing all fixed restrictions except at intersections, which remained at 4 miles an hour. This was known as the "reasonable" speed law.

The ordinance was adopted. The significance in it is the fact that the philosophy of "reasonable and prudent speed" is the essence of the speed provisions of the California Motor Vehicle Code today.

By 1905 the Club and other interested agencies had secured the adoption of a uniform State motor vehicle law and the speed limit on rural roads was increased to a hair-raising 20 miles an hour!

The Club by now was in the practice of drafting and advocating sane and logical motor-vehicle legislation to stay.

From its very beginning the Club made no bones about it. It favored fair, strict and impartial enforcement of all motor-vehicle laws. In fact, in 1905 the Club furnished the Los Angeles Police Department with two automobiles, "equipped with speedometers and chauffeurs," to apprehend speeders. But it didn't like speed traps (it still doesn't), and when this device was adopted by Pasadena police in 1905, the Club supported a movement to equip the police with motorcycles or automobiles so that speedometers, rather than stop-watches or "guesstimates," would be the basis for arrests.

IN THE earlies, automobiles were acquired in Southern California by two classes of individuals with diametrically opposed interests. One class saw in them vehicles of high utilitarian value; the other class regarded them as akin to race horses, or implements, as it were, for sportsmanship

The Club numbered representatives of both classes in its membership. Inevitably, therefore, in its formative years. it was drawn into automobile racing and participation in related contests, as well as into serving the more sedate segment of adolescent motordom.

Following the initial race meet sponsored by the Club in 1901, the organization, in November, 1903, embraced a double opportunity, that of catering to its sportsmen-members and garnering funds for good roads, by promoting another Agricultural Park racing program. This time it featured none other than that "devil-wagon man," Barney Oldfield. The affair was highly successful and the press reported: "Barney Oldfield's attempt to commit suicide . . . only resulted in a compound fracture of the world's automobile record." The gate being estimated at $5,000, a reporter noted: "The automobile club will have a goodly sum to spend for the betterment of roads."

The Club's interest in automobile competitions increased for some 15 years and then waned. By 1920 other activities in behalf of the motorist had completely eclipsed racing in the club scheme of things.

But during the period the Club was active in racing, it went all out, encouraging to a greater or lesser extent annual Agricultural and Ascot Park meets through 1907, road races at Corona from 1913 to 1916, at Tropico (now a part of Glendale), in 1915, at Santa Monica from 1910 to 1916, the Mt. Baldy hill climbs from 1903 on, and the Phoenix road races from 1908 through 1913.

THE TRAVEL objectives of pioneer Los Angeles motorists were confined to a short radius. "Lucky" Baldwin's ranch at Santa Anita was popular. Other points were Riverside, with its hospitable Glenwood Mission Inn, Claremont, Pomona, Long Beach, San Pedro and Redlands. The more venturesome, after adequate preparation, would set out for Ventura, Santa Barbara and even San Diego.

But it was evident that two things must be supplied before motorists would venture any distance from home. These were adequate road signs and directional maps. The Club was particularly sensitive to these deficiencies and set about to correct them.

Los Angeles County erected its first road markers in 1905, allotting $420 for the posting of 120 miles of road. The markers consisted of concrete mile-posts indicating the distance from Los Angeles to important outlying towns. But they were unsatisfactory for a number of reasons.

Within six months the county signs had proved their inadequacy and the Club stepped in. G. Allan Hancock, prominent oilman and philanthropist, headed the movement as chairman of the Club's Signposting Committee. The diagonal, enameled metal sign, which soon became a frequently encountered and familiar guidon on the highways, was conceived, and the Club committed itself to post the roads from Los Angeles to the beach cities from Santa Monica to Long Beach, to San Diego via Elsinore, to Santa Barbara and to Riverside and the other orange empire cities.

Despite the fact that, at the time, the Club had but 250 members, in 1906 it added to its signing activities the posting of El Camino Real with the still-famous bells.

Much of the road-charting for signs was done by club officials at their own expense. Hancock surveyed the road to Riverside, Santa Monica, Ocean Park and Playa del Rey; William May Garland, prominent realtor and club president, to Redondo; and F. W. Flint, Jr., club secretary, to San Pedro, Wilmington and Long Beach.

Once started in road-signing, the Club moved fast. By 1910 it was able to say that it had done more signposting than any two similar organizations in the country, and had spent $30,000, including funds received from various counties, for this work. Eventually its activities in this field were to reach impressive proportions

COLLATERALLY with the advent of road-signing the Club created its first touring information center to collect and disseminate accurate information to its members on road and motoring conditions in California, and to compile and publish detailed maps of the principal roads in the area.

The first road map collection in book form to be published in Southern California was produced in 1896 by the League of American Wheelmen. It contained 60 crude skeleton maps of the main routes, traversable by bicycle, in Los Angeles, Santa Barbara, Ventura, San Bernardino, Riverside, Orange and San Diego counties. Small, compact, and obviously designed for pedal-pushers, it was pretty sketchy, but it was a stab in the right direction.

When the Club brought out its first "Tour Book," it followed the Wheelmen's general scheme of providing the maps in "strip" form. The Club was proud of its initial endeavor—an inch-thick book of 386 pages—and G. Allan Hancock, then president, introduced it with the remarks: "No State in the Union possesses greater attractions for the motorist than Southern California, and with this book in hand, you may safely give yourself up to the motorist's greatest pleasure—that of motoring."

The maps covered all major highways in Southern California and the valley and coast routes to San Francisco. They were remarkably clear, and though they contained no mileages (this information as well as additional facts were included in supplementary data sheets), the initial project was the best extant at that time.

The Club's presently extensive map service had humble but sturdy beginnings. Its earliest instructions to its cartographers were simple but emphatic: Take no one's word for distances or road conditions. Inspect the highways assigned to you and make your notes accurately and your reports fairly. With this as a tradition little wonder that motorists over the years have regarded the Club's maps as the best available.

The Club, even at its genesis, was generous with its touring information. In 1909 it established its official publication, *Touring Topics* (now *Westways*), to keep its members informed on all matters relating to motoring. The publication suggested tours, and for many years presented maps, to enable its members to enjoy them. This service likewise was extended to the general public through similar presentations in the newspapers. And the Club always has been coöperative in furnishing touring and road information to national conventions and other conclaves held in its territory.

As year passed year the impact of the "horseless carriage" became greater. Many circumstances increased its prestige; certain others confirmed the maledictions of its critics.

The first automobile show ever held on the Pacific Coast was conducted in Los Angeles in January, 1907, and the promoters went all out in their efforts to impress the public. It was held at Morley's Rink in conjunction with a flower show. Under 10,000 electric lights there gleamed 99 automobiles ranging in price from a $600 American runabout to a $6,500 French import. The press faithfully reported that 3,000 people attended within the first three hours that the show was open. At its conclusion, automobile dealers totted up sales and discovered that they exceeded the fondest of expectations. Thereafter for many years the Los Angeles Automobile Show was an annual event.

But there were somber incidents likewise—incidents that gave sober-sided club officials cause for thought; incidents that were to give direction to many of the Club's future activities.

Although most motorists were driving safely and sanely—for "pleasure" only and not for speed—as one observer put it, the lethal nature of the automobile, when piloted by the negligent or the reckless, was beginning to manifest itself tragically.

Los Angeles had its first serious automobile accident in 1902 when an automobile in the hands of an untutored driver and out of control crashed successively into a buggy, hurling two prominent matrons into the street, then into a Chinese merchant's wagon. The chain reaction was completed when the Chinaman's horse broke loose and struck another buggy. Fortunately there were no fatalities, but the episode gave the men-about-town who gathered in Billy Ball's poolroom, the Natick House saloon, and elsewhere, a subject for speculative conversation for many a day.

Far more serious, however, was a tragedy that occurred in 1905. A son of one of the owners of the street railway system of Los Angeles hit and killed a girl while driving into the city of Azusa. He was charged with manslaughter but was acquitted. However, the evidence indicated that four of the passengers in his car had been drinking. The community was incensed. One newspaper declared that "a large proportion of the automobile 'accidents' which have shocked this community, and other communities, are due . . . to the carelessness, incompetency, recklessness or inebriety, of the man at the controller, and the character of his companions."

And another Los Angeles newspaper dinned about the roadhouses that had sprung up with the coming of the motorcar, where "foolish young men with too much money are enticed to ruin, and young girls are debauched."

What did these occurrences mean to the Club? They meant that remedies must be devised to reduce the hazards of motoring. Shortly the Club was to become a leader in this realm of activity.

From its beginning, for a number of years the Club was a waif as far as housing was concerned. Its officers met in rooms rented for meetings at the Westminster Hotel, in the offices of its officials and, as G. Allan Hancock pointed out in 1909, "the officers and directors of the Club serve without pay. The Club pays no salaries . . . its entire funds are applied directly towards the work it advocates . . ."

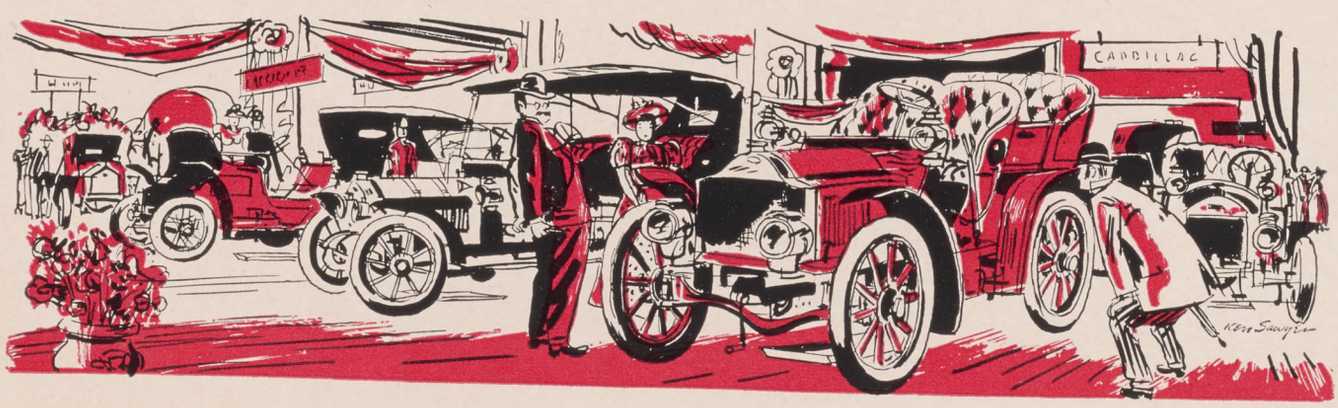
But in 1904 it moved into its first "permanent" home—a one-room office, Room 307, in the O. T. Johnson Building in Los Angeles. For these quarters it paid the munificent rent of $300 a year! By 1909 these were insufficient and the Club moved to 323 South Hill Street. *Touring Topics* applauded the move with the remarks:

> "The conservative policy of the directors in making each forward step as the membership increases and as there is sufficiency of funds on hand to meet the added expense should be commended by every member as a safe business policy."

At the end of its first decade what were the Club's main objectives? They are set forth in a seven-point statement issued in 1909, to wit:

> "The Automobile Club of Southern California is not a social organization. It is a public-spirited body of men allied for the purpose of benefiting its members and their friends in the following manner:
>
> "First: By aiding and promoting the construction of good roads.
>
> "Second: By constructing signs of warning and direction on the principal highways throughout Southern California.
>
> "Third: By endeavoring to obtain just laws governing and regulating the use of automobiles.
>
> "Fourth: By maintaining the rights and privileges of all self-propelled vehicles, whenever and wherever such rights are menaced.
>
> "Fifth: By issuing proper map and tour books, which may serve as a correct and ready guide to automobilists in general.
>
> "Sixth: By cooperating with the Police Department in the preservation of law and order among motorists, thus preventing an unjust discrimination against automobilists as a class.
>
> "Seventh: By the establishment of official hotels and garages where members may be assured of courteous treatment and fair charges."

In this year, A.D. 1950, this declaration of purposes stands firm as Club policy.



II

ADOLESCENT YEARS

1910 - 1920

In Mexico, Porfirio Díaz had been ousted as president, and exiled, and the attenuating Mexican revolution was on . . . New Mexico and Arizona were in the process of being admitted to Statehood . . . Hollywood had just been incorporated into the City of Los Angeles and residential lots in the choicest section of Beverly Hills were selling for $1,100 . . . The Pacific Electric Railway was stretching out to major Southern California communities and the Los Angeles area soon was to receive its first water from the Owens Valley via aqueduct.

At the beginning of its second decade, the Automobile Club of Southern California was still very largely a Los Angeles institution. But things were to change shortly. By this time the Club had completely shed its social habiliments and the pattern of its service aspects to its members and the public at large was forming fast. Not only was it expanding the nature of these services but it was beginning likewise to decentralize its operations and extend them geographically in a number of directions.

In the early years of the motor vehicle in Southern California small groups of motorists formed clubs similar in structure to the Automobile Club of Southern California. On the theory that numbers of individuals working for the same common causes make for strength, the Club nurtured its contacts with these groups.

The first step in solidifying this relationship came in 1909 when the Club's by-laws were amended to provide for the appointment by the president of "consuls," consisting of one club member from each southern county as far north as Kern and San Luis Obispo. These consuls were to keep the directorate informed of the general and particular needs of motorists in their individual counties, and the Club, in turn, was to utilize these consuls to develop unity in action among motorists in half the State of California.

A year later these consuls were formed into an "Advisory Committee." The program was operating so satisfactorily that in 1911 the Club carried it forward another step by amending its by-laws to provide a new form of directorate. This consisted of the then-officiating nine directors from Los Angeles County, plus a member from each Southern California county outside of Los Angeles. The new form of directorate soon proved itself to be entirely too cumbersome, and the Club reverted to its original directorate-Advisory Board system, the method of operation that prevails today.

But the Club didn't lose sight of the desirability of welding all Southern California motorists into a single effective unit designed to protect and advance their mutual welfare.

In 1909, San Diego motorists saw the wisdom of the Club's attitude and members of the San Diego Auto Club disbanded and joined the Club. In 1910, motorists of Ontario and Upland met to organize an automobile club. But instead of doing so they joined the Club. In 1911, members of the Santa Barbara Automobile Club followed the action of the San Diego Auto Club, disbanded, and cast their lot with the Club.

By 1913 it was apparent that club members in communities remote from Los Angeles could not be adequately served from a central source. So decentralization began, with the establishment of the Club's first district office in San Diego. Others followed rapidly and at the onset of World War I, the Club boasted 12 district offices and 20 information centers in major Southern California cities. Today they have increased to 48 district offices and 8 sub-offices, housed in attractive buildings, largely of uniform California mission-style architecture.

District offices always have had a dual purpose. In their territories, they are *the* automobile club, rendering a multiplicity of services to club members and the whole public resident in their spheres of operation, and at the same time serving members of other affiliated motor clubs who penetrate these areas. The district office, in effect, takes the sum of club facilities personally, intimately, and directly to the member.

Equal in importance, at this time, with the inauguration of the district-office system was the formation of the Club's Inter-Insurance Exchange.

Automobile insurance in general was slow in developing because of the difficulty in calculating the risk on what is known as a "floater" policy, or a policy on an article that is not stored in one place under consistent conditions.

> "Nearly every owner of an automobile has received advertisements for liability insurance, 'valuable protection against damage suits.' Most of those receiving the circulars do not deem such insurance wise, since naturally it would serve only to make a careless driver more reckless."

The inherent philosophy was ridiculous, of course.

Automobile insurance carriers, lacking experience with this type of floater policy, at the outset established their premium rates at high levels for self-protection. Unquestionably by 1912 the carriers had sufficient experience to warrant a rate reduction. But they made no move in this direction. In consequence motorists all over the nation were being unconscionably gouged.

The Club recognized a new obligation in the protection of its members. In October, 1912, it started operating its Inter-Insurance Exchange, established on a reciprocal or non-profit basis, for the benefit of club members only.

Initially, premiums charged were the same as those charged by board companies, less 30 per cent. The effect on the board companies was salutary. Their rates began to dive downward. The growth of the Exchange, and its subsidiary, the Insurance Bureau (which brokers certain lines of insurance the Exchange is not allowed to carry, by law), was phenomenal.

Members took to the new idea like a duck to water. In the first full year of operation, 1913, some 2,800 policies were issued and the assets of the Exchange mounted to $58,000. Operations have been on the ascendancy ever since, affected only by minor fluctuations occasioned by economic and war conditions.

What was the result? Commercial carriers were forced to bring their rates more nearly to a comparative basis with those of the Club, though never have commercial rates attained the same low levels. In other words, insurance rates began to reflect the hazards involved and not the notions of those who would exact all the traffic would bear from the motoring public.

Where no check and balance such as this service of the Club existed in other parts of the country, automobile insurance rates remained astronomically high for many years.

In 1924, some 12 years after the Club's Inter-Insurance Exchange was formed, for instance, full coverage insurance on a Buick touring car in Philadelphia cost $355.20; in New York, $458.20; and in Los Angeles only $110.80. On a Dodge touring car, full coverage in New York cost 317 per

cent more than in Los Angeles, and on a Ford roadster, full coverage in Detroit cost 154 per cent more than in Los Angeles.

The commercial companies, and their representatives, didn't like this state of affairs. Naturally they retaliated. They established competitive "clubs"; they attempted boycotts against the Club; they indulged in whispering campaigns that questioned the fiscal soundness of the Exchange.

Periodically, the California State Insurance Commissioner silenced the latter, in such impartial official language as these remarks in a report following a regular examination:

> "This examination clearly reveals the results of careful and competent management of the affairs of the Exchange . . . The fine facilities and efficient service afforded the subscribers, together with the unquestionable ability to satisfy all financial obligations, should be a source of great gratification to the subscribers . . . This admirable condition is very exceptional and reflects great credit upon those responsible for the investment of the funds of the Exchange."

AUTOMOBILES were improving. That was manifest in their increased mechanical reliability and comfort; likewise in the demands of their owners. They wanted, above all things, more and still more, and better and still better, highways.

The first bond issue of $18,000,000 for State highways in California was adopted in 1909. The Club had looked upon it with a jaundiced eye, for the system of roads it was supposed to build was poorly conceived.

In 1911, when he appointed the members of the State Highway Commission who were to build these roads, Gov. Hiram Johnson echoed the Club's apprehensions. He said:

> "Gentlemen, you face a tough job. You are expected to build for $18,000,000 a highway system that the best engineers of the country have estimated will cost from $35,000,000 to $50,000,000."

The apprehensions of the Club and Governor Johnson were fully justified. The system of trunk-line and connecting lateral highways as originally conceived soon degenerated into a disconnected maze of useless "selfish-interest" roads, very largely through the nefarious practice of the State Legislature in adding local, pork-barrel projects to the State system. Furthermore, costs were proving far greater than the original estimates.

By 1914 it was realized that the original bond issue could not begin to do the job it was designed to do and, in 1915, the people voted a second bond issue of $15,000,000. This embraced a far more realistic program, with better controls, and a sounder method of retiring the bonds from the proceeds from State corporation and inheritance taxes.

The Club vigorously supported the second bond issue. But, again, there supervened unforeseen contingencies in the form of World War I. Prices for both labor and material pitched sharply upward, and work was impeded by government limitation orders.

By 1919 it was apparent that the second bond issue would by no means "complete" the State highway system. (It isn't "completed" yet, and probably never will be.) But the best evidence at the time indicated that an additional $40,000,000 would go a long ways towards attaining that goal. Again the Club beat the drum for the bonds, with all its might. The voters approved the issue by a 7-to-1 majority. The Club was jubilant, but its jubilation was of short duration. That part of the story will come a little later.

WITH motorists travelling farther and farther from home base, the necessity for providing ready access to principal recreational areas was apparent. But one of the most appealing of these—California's magnificent Yosemite Valley—was denied to them.

The Secretary of the Interior had decreed in 1907 that the valley must be closed to motor vehicles, not alone because they frightened horses drawing stages but because they terrorized wild things as well.

This was a "cause" for the Club; and the Club espoused it in 1911, with the organization throwing a lot of logical and effective weight around. Within two years the Secretary's order was modified and automobiles were given access to the valley via the Coulterville toll road. True enough, when they entered the valley they were chained to posts in front of the administration building to prevent the sputtering monsters—automobiles, that is—from demoralizing the horse-and-carriage trade. But the Club and the motoring public had won another round in their fight against unreasonable containment and restriction.

At the close of the decade, the Club was leading a movement soliciting funds for the construction of an all-weather, toll-free road into the valley. Signs at strategic points on the Coulterville road admonished motorists—"If you want this road to travel on, and see scenery on, then help build it." Certificates valued at $5 were sold to motorists to finance the campaign which eventually brought about the construction of the Briceburg-El Portal all-year entrance road to the valley.

Yet another project which the Club realized would yield huge dividends to the recreational-minded developed during this era. It was the Angeles Crest Highway, now largely completed, penetrating the high places of the San Gabriel Mountains from Pasadena to the Cajon Pass.

And the Club was keeping its eye on the main route between Bakersfield and Los Angeles. It approved the original location of the so-called "Ridge Route," snaky as it was, between Castaic and Lebec, for this route was far superior to that first proposed via Tehachapi Pass. Later the Club was to change its mind and advocate an entirely new location—the route that obtains today.

YES, MOTORISTS were wanting to go places—and many of them to far places. In 1911 the American Automobile Association sent its engineer, A. L. Westgaard, on a cross-country pathfinding trip to demonstrate the practicability of transcontinental touring. Westgaard's feat is perpetuated today by his name, which designates a pass through the White Mountains east of Bishop, California, on U.S. Highway No. 6.

The Club quickly saw the vast potentialities of interstate motoring. Its members wanted to travel elsewhere and, just as important, outlanders, bearers of mobile wealth so important to the California economy, wanted to come to the Golden State.

To facilitate this movement, the Club in 1913 explored the Ocean-to-Ocean Highway from San Diego, via Yuma, to Washington, D. C. And in 1914, having decided that the National Old Trails Road from Los Angeles to Kansas City was the most feasible all-year route from the Middle West to Southern California, the Club set about posting directional signs on the road

And that was an adventure! Almost a year was required to finish the task. Under most adverse conditions some 4,000 signs were set. But the effort was worth while. The number of motorcars coming into California via this route was less than 200 a year prior to the placing of the signs, but in 1915, when the work was completed, 1,367 cars entered, and by 1918 the total was well over 4,000.

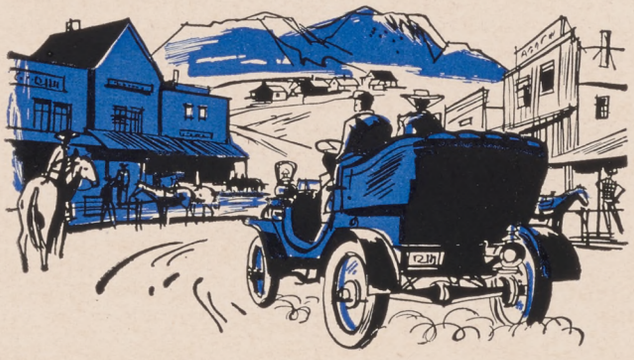
This pilot venture was most encouraging. In quick order, the Club posted the Old Spanish Trail along the southern border of the United States, the Midland Trail from Salt Lake City to Bishop, and the Arrowhead Trail from Salt Lake City via Las Vegas to Los Angeles, as well as the Lincoln Highway from Omaha to Salt Lake.

There was a touch of polite and permissible hocus-pocus in the posting of the Lincoln Highway, and its southern branches, the Midland and Arrowhead Trails. The Lincoln Highway Association had expended much money and effort in promoting the construction of the road as a memorial to Abraham Lincoln. But its western terminus was San Francisco. By 1917, motorists were journeying westward over it in a veritable cavalcade. Southern California proposed to tap the

western migration—and did. When the Club completed signing of the southern branches from Salt Lake City it was estimated that four-fifths of those travelling westward over the Lincoln Highway were diverted to Southern California. San Francisco was pardonably annoyed.

Despite its intensive activity in transcontinental highway signing, the Club didn't neglect its own bailiwick. The desert was beckoning and the cult of devotees of sand and sagebrush was developing.

"Death Valley Scotty" was at the height of his fabulous glory. Goldfield, Tonopah, and other lesser mining camps were still active. The desert was it! But how to get to it, and about it, with safety was another matter. The Club knew, for about 1911 it was sending its scouts into the remote and torrid wastelands preparatory to posting waterholes, and such roads as existed, for the benefit of eager motoring wayfarers. Within a comparatively short period of time virtually every



passable road on the Mojave and the Colorado deserts from the thirty-seventh parallel to the Mexican border, as well as the main oases, were mapped. Many of these, in due course, were carefully posted.

Traversing a remote and abandoned road near the Mexican border years after this activity started, a magazine writer encountered one of the Club's original signs. It inspired him to remark:

> "Wherever you may go, wild and primitive as the prospect appears, the probability is that someone, perhaps many, have gone that way before. It is truly astounding how many times that someone proves to be the Automobile Club of Southern California."

WHAT of the motorist and the law at that time? Well, motoring in California was becoming somewhat complicated.

The first comprehensive California Motor Vehicle Code, requiring the registration of vehicles, the licensing of drivers and establishing many other regulations was adopted in 1913. It provided, among other things, that half of the net proceeds from licenses and registration fees should be devoted to highway maintenance. The Club favored the original draft of the code, but before it had emerged from the legislative mill it was so amended as to prove highly objectionable. It did increase the State speed limit to 30 miles an hour, and the Legislature further decreed that the code should supersede all local ordinances governing the operation of motor vehicles. The Club liked these provisions, but it took violent exception to the method of imposing license fees, which were based on horsepower ratings.

Indeed, it tried to enjoin the licensing provisions but was not successful. Its next move was to enlist the support of other organizations and amend the code, which was accomplished at the 1915 legislative session. The result was a far more logical and practical set of laws. The code has been amended many times, to meet constantly changing conditions, but its main structure was established in 1915. The Club supported many of these amendments and opposed many others, but none was again to say, as a Los Angeles city councilman had said of the 1913 code, that it was "the feathers with the chicken cut out."

As motoring became surrounded with legal hurdles it became transparently clear that the Club must aid its members in avoiding the pitfalls of the law and in helping them to extricate themselves when they fell into them.

This led to the establishment of its legal-aid services. The Club employed its first fulltime lawyer in 1913. He doubled in brass in many directions, advising club management in internal operations, assisting in the drafting of reasonable motor-vehicle legislation, and aiding club members with their individual problems.

A year later the legal staff was augmented, and by 1919 the Club employed consulting attorneys in all of the counties of Southern California. Later legal-aid services were reorganized, but their value was definitely proved in the second decade of the Club's existence.

THE AMERICAN AUTOMOBILE ASSOCIATION was formed in 1902 as a federation of autonomous motor clubs. It was designed principally to make available to club members travelling interstate, motoring services on a reciprocal basis, and to represent the motoring public's interest at the national or Federal level. It likewise set out to assume control over the sanctioning and conduct of automobile races and other similar competitive events, and promoted sound and progressive national highway and motor-vehicle legislation.

The Club became affiliated with the federation in 1903. It remained so affiliated until 1915 when a chain of events caused it to withdraw from the national organization. The partition was caused by a dispute over racing supervision in Southern California. This was the period when racing was one of the Club's major interests.

The AAA Contest Board had arrogated to itself almost unlimited and dictatorial powers over the registration of race drivers, the sanctioning of races, and the operation of race tracks. Its regulations and requirements were unusually complex and exacting. In Southern California it operated through a Contest Committee composed of club members.

The situation was complicated by the operations of the Western Automobile Association, with which the Club was on friendly terms but which had been formed in 1913 to wrest control over racing from the AAA.

When a race driver was killed at Ascot Speedway in February, 1915, an official of the Western Automobile Association publicly blamed it on the officiousness of the national AAA Contest Board. The latter, in retaliation, promptly moved to revoke the sanction of the Venice road race which was to be held on March 17, 1915.

The Club was irate, for it regarded the action as a usurpation of the authority of its own Contest Committee. Conferences and correspondence between the Club and the AAA only fanned the fires of discontent. There is much evidence that the Club was more concerned with the implications of the incident than with the incident itself. It indicated a tendency of the AAA to dominate and dictate all club activities, the Club believed, and that tendency was fiercely resented.

In consequence, the Club detached itself from the federation in March, 1915, and operated independently for 30 years, despite both reprisals and peace overtures on the part of the national organization.

After a clarification of AAA policies and a firming up of its management and operations, the Club rejoined the federation in 1946.

LARCENY has been common to all ages and there has never been a commodity of value that has been immune to it. But it didn't strike the automobile in Southern California with any force until this era.

"Joy-riding," so-called, had been prevalent since the advent of the motor vehicle. It involved the appropriation

of an automobile simply for a ride and almost always the car was recovered intact and none the worse save for an empty gasoline tank.

But car theft was another matter. By 1914 it had assumed professional characteristics, and the Club employed veteran detectives to protect the cars of its members.

Car thievery quickly became the work of organized gangs in Los Angeles—the Broadway Gang, the New Year's Eve Gang, the Pico Street Gang. The procedure took two courses. Gang members either sold cars "as is" to fences, who altered motor and license numbers and resold them, or dismantled them and sold the parts to unscrupulous second-hand dealers.

Car thefts remained a problem for many years—and it still is. But improved car locks, stiff prison sentences, better facilities for police detection of thieves, have greatly reduced the high incidence of this form of larceny that obtained in the "tens" and 'twenties.

Club detectives worked with regular law enforcement officials throughout this critical period and were widely commended for their contribution to eventual improvement of a shabby record.

THE DECADE witnessed the establishment of a number of new club services and the expansion of others. The Club started the issuance of automobile licenses to members in 1911, augmented the service materially in 1916, and enlarged its touring information bureau in the same year. In 1916 it set up car forwarding facilities whereby members' cars were shipped to various points in consolidated carload shipments with resulting economies to the owners. And in 1918 a feeble form of emergency towing service was created.

The records are not clear as to just when the Club started giving official approval to resorts, hotels and garages. But by 1911 it is indicated there had been abuses in the use of endorsements and the Club, on the basis that "the management and control of such enterprises is frequently transferred and such transfer is subject to no check of any kind by the . . . Club," rescinded all such endorsements. Five years later, in 1916, having developed a satisfactory inspection and control plan, the Club revived its official endorsements, which have guided motorists well ever since.

The Club was literally on the move again, as far as housing was concerned, during this period. Membership was growing and the constant need was for larger and larger quarters. In October, 1910, it moved from 323 S. Hill St. to 754 S. Hill St. In 1911, headquarters were moved again to 8th and Olive Sts., and, in 1914, to 1344 S. Figueroa St., the latter providing a home until the Club's present building was occupied in January, 1923.

The impact of World War I was only slightly felt by Southern California motorists. True enough, there was a sharp curtailment of road construction, automobiles and parts were scarce, and motorists voluntarily abstained from driving on Sunday—"gasless Sundays" they were called—to conserve fuel. But the constrictions were in no way as severe as the regulations of global World War II.

And so the Club flourished. Its prestige, its influence, and its ability to be helpful to motorists was growing on a wholesome foundation. By midyear of 1919 it proudly told the world that it had 20,000 members.

The adolescent years were passing; maturity for the Club was not too far away.

III

BROADENING HORIZONS

1920 - 1930

THE ILL-FATED LEAGUE OF NATIONS was being formed . . . Women had just gained equal suffrage in the United States and the Noble Experiment outlawing alcoholic beverages had been launched . . . The first transcontinental airmail flight between New York and San Francisco had been made . . . Los Angeles was crowding the million mark in population, one of the factors that had caused both Goodyear and Firestone to establish tire-manufacturing in the area . . . The turbulent 'twenties were here.

For the Automobile Club of Southern California these years brought broadening horizons, a new sense of its obligations to its members, and an even greater sense of its duty toward the entire motoring fraternity, which was coming to be synonymous with the whole public.

The State road problem was acute. So, too, was the matter of highway safety. And the motor vehicle was destined to be surrounded with more stringent regulation. These were matters that affected everyone, and the Club intensified its efforts to find rational solutions for them.

The California electorate, in 1919, had approved a bond issue of $40,000,000 which it was hoped would complete the State highway system. The Club, in full faith, supported the issue. But postwar inflation, and a number of other contingencies, had played hob with the program. Within two years after the passage of the bond act it appeared that only five-eighths of the road mileage contemplated could be built with the funds voted.

The Club was alarmed. In collaboration with the California State Automobile Association it started an intensive investigation of the dilemma, which inevitably led to a thorough exploration of the highway program. The answers it came up with were astounding.

In the first place, the clubs charged, pledges made by the State highway administration to voters prior to the bond campaigns of 1909, 1915, and 1919 had not been kept; roads being built were neither wide enough nor thick enough to carry the traffic; insufficient attention was being paid to sub-soil and drainage conditions; prevailing fiscal policies were faulty.

The highway administration was on the defensive, but the clubs kept hammering home the facts their inquiry had developed, and the press and the public supported them. The result of this forthright campaign of some two years? In 1922 California voters defeated Gov. William D. Stephens, elected a new governor, Friend W. Richardson, and shortly thereafter obtained a new State Highway Commission.

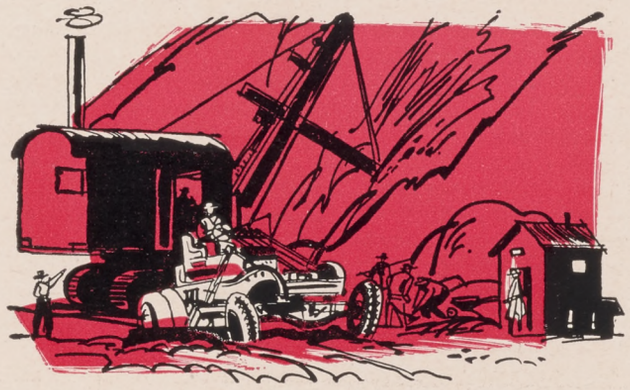
Highway investigation and surveillance by 1921 became a full-scale club activity and the best engineering talent in this field was engaged to conduct it. The activity has continued through the years at all governmental levels from Federal, down through State and county, to local.

The new highway commission proved far more receptive to the Club's suggestions, but it moved cautiously, and yet another California Highway Committee, appointed by Governor Richardson, was instructed to survey the State highway system and make recommendations for improvements in construction and administration procedures. The Club was represented on the committee, but again it raised a dissenting voice against certain of the committee's conclusions and recommendations.

The Club's attitude at this time and subsequently was that

highways are engineering and economic problems and not political matters. It approved the first one-cent gas tax in California in 1923 because the proceeds were confined to road maintenance, but opposed the 1925 law which doubled the gas tax and allotted the additional cent for construction. The latter procedure, the Club insisted, encouraged political log-rolling.

The decade likewise witnessed the north vs. south fight over the allocation of highway mileage. Southern California, the Club stressed, had more than half the State's population, 57 percent of the State's motor-vehicle registrations, 47 percent of the State's area, yet only 38 percent of State highway mileage. Nevertheless the Legislature proposed to levy



highway-user taxes which would have had the effect of causing Southern California motorists to pay for Northern California's excessive highway mileage.

To remedy the disparity, in 1926 the Club sponsored an initiative measure concentrating State funds on the already designated highway system on the basis of 75 percent for primary highways and 25 percent for secondary roads.

Northern California opposed the measure with a counter-initiative increasing the gasoline tax but putting no strings on the proceeds. This provoked the first and only serious breach between the California State Automobile Association and the Automobile Club of Southern California during their many long years of association. Being an organization composed of Northern California motorists, "Cal-State" supported the gas tax measure and opposed the Club's initiative.

Both proposals lost at the 1926 general election. But the Club was tenacious, and achieved its main point of equitable allocation of highway mileage as between Northern and Southern California, with the adoption of the Breed Allocation Act by the 1927 Legislature, though forced to give ground and accept a one-cent increase in the gas tax.

But it took satisfaction in the knowledge that it had struck another telling blow for scientific as opposed to political administration of California's highway affairs.

DESPITE constant improvements in vehicle design such as better brakes, more positive control over maneuverability and finer lighting systems, the automobile was taking an increasing toll of life and property.

Where accident prevention previously had been attacked spasmodically by the Club, now it was to become an eternal crusade. Just as it had done in highway matters, the Club in 1921 sought and engaged competent safety engineers.

A year previous to the formal organization of this activity the Club had attempted a dramatic tour de force to focus attention on the acuteness of the accident problem. It had organized 200 prominent citizens of Los Angeles into a secret Vigilance Committee to detect reckless or careless drivers and report their license numbers to the Club. The Club, in turn, wrote discreet letters to such drivers informing them of their misdeeds and requesting their future coöperation in the safety movement.

After a three-year trial, the Vigilance Committee was disbanded as ineffective. When two or three more similarly sporadic efforts proved equally so, the Club reached the sage decision that there was no quick specific that would prevent accidents. The battle was to be a long and enduring one.

But the vigilante effort had done one valuable thing. It had revealed the most common type of driving offenses and this data gave direction to remedial action.

It was very clear now that traffic congestion in urban areas and automobile accidents were closely related. It was likewise clear that, long-range, one of the most promising means of reducing accidents lay in the education of children as to the potential hazards of the automobile and methods for avoiding them.

Inspired by the Club, the first organized attempt to solve the traffic problem in Los Angeles came in 1922 with the formation of the Greater Los Angeles Traffic Commission. The Club submitted a lengthy list of recommendations for traffic control, a number of which were adopted. Curiously, the Club insisted that Fifth and Sixth streets must be made one-way streets, a remedy that was not realized until almost 25 years later.

This initial effort brought traffic engineering to Southern California to stay. The Club's safety and highway engineers have coöperated in every major effort in this direction since the 'twenties, including the elimination of grade crossings, the construction of pedestrian tunnels, designation of street-car loading zones and the proper placement of traffic signals, though the Club has not been too happy over the unnecessary mushrooming of the latter devices in recent years.

The inculcation of the principles of safety among school children got well under way in 1923 when safety committees were organized in elementary and junior high schools. The Club supervised the activity. Students were selected, given instruction in the elements of safety, presented with official arm bands and assigned the duty of policing school grounds and street crossings adjacent to schools. At the same time safety lessons were regularly given to the entire student body. Offenders against safety rules were tried by student courts. The program created a high degree of safety consciousness and served greatly to reduce the theretofore tragic record of accidents to school children caused by automobiles.

The Club's sponsorship and supervision of this work continues unabated and in 1949 more than 28,000 certificates of service were issued to members of school safety committees.

Yet another move to improve the accident situation among adolescents was undertaken in 1924, when the Club encouraged probation authorities to create juvenile traffic schools. Youths between the ages of 14 and 18 who were found guilty of medium-grade traffic-law violations such as speeding were required, as a condition of probation, to attend four two-hour sessions where they were drilled in the provisions of the Motor Vehicle Code and the rules of the road.

A Safe Drivers' League was organized in 1923 to stimulate safety among adults, each member being pledged to observe all laws relating to motoring. In return he was given a "Safe Driver" windshield emblem.

Education, Engineering and Enforcement even then were proving to be the three "E's" that governed highway safety.

AUTOMOBILES were multiplying everywhere, but at a greater rate of acceleration in California than elsewhere due to conditions highly favorable to motoring. Traffic congestion was plaguing most of the cities of the land and now was the time that relief must be sought in concerted thinking and action.

The first National Conference on Highway Traffic Regulation held in Washington, D. C. in 1921 was pointed at this target. Its chief objective was a nationwide uniform motor vehicle code and the ground work was laid for it. The Club was to have a very great deal to do with this progressive movement in succeeding years.

And here in California the early 'twenties showed plainly

that there must be another overhauling of our own vehicle laws. This was accomplished in 1925 when an entirely new code was adopted. The Club contended for many of its enlightened provisions. Chief among these was the introduction of "reasonableness" as the basis for speed limits—the same principle the Club had contended for in 1904 in the drafting of the Los Angeles city ordinance regulating the speed of motor vehicles. The old State laws provided for arrest whenever an arbitrary limit was broken; the new one when life or property was endangered—although specific limits were still mentioned in the law.

Other provisions of the new code restricted the use of proceeds from fines levied by municipalities for law violations to street maintenance, established the California Highway Patrol, and initiated a sound method for the issuance and processing of motor-vehicle registration and ownership certificates.

Most important phase of the new code, perhaps, authorized driver tests, when such seemed to be required, involving mental, physical, eyesight and hearing examinations.

Having again assisted California in putting its house in order with respect to automobile regulation, the Club took up the cudgels for a nationwide Uniform Motor Vehicle Code with increased vitality. Club attorneys made a complete analysis of the motor-vehicle laws of the 48 States and the District of Columbia and with this data, together with suggestions from other sources, the Club's present General Counsel made the first draft of a uniform code. After several regional and national conferences, the model code was approved and in the late 'twenties was submitted to the various States. By 1929 some 25 States had adopted portions of the code. Further revisions were made in 1934, with the Club's General Counsel acting as legal draftsman. As of 1949 all but one of the States had adopted some of the provisions of the uniform code.

Yet other thrusts were made, with Club support, to promote safety by persuasion, eloquence and legal means. Motorists were not always at fault in accidents involving automobiles and pedestrians. The latter were carelessly crossing street intersections against traffic and frequently diagonally, crossing in the middle of the block, and otherwise courting trouble for themselves. It was obvious that the individual afoot as well as the vehicle awheel must be subjected to controls in order to realize any substantial improvement in the casualty trend.

Los Angeles embraced these controls when it adopted its revised traffic ordinance in 1925. Pedestrians were required to obey traffic signals, and keep to marked crosswalks; elsewhere they gained right-of-way only by raising their hands against opposing traffic. Some imaginative but unidentified writer dubbed violators of the new ordinance "jaywalkers" and since then jaywalking has been accepted by Webster's dictionary to describe those who "cross a street carelessly or at an unusual or inappropriate place, or in a dangerous or illegal direction, so as to be endangered by the traffic."

THE VALUE of out-of-state tourist traffic to the economy of California had become obvious long before the Club was born. The railroads had proved it, and had built or subsidized such elegant resort hotels as the Del Monte, Coronado, Paso Robles, and Shasta Hot Springs. The automobile offered another vehicle to bring this migrant wealth to the Golden State.

The Club readily fell into line with the plans of Southern California civic leaders to cultivate this source of revenue. Between 1910 and 1920 it had signed the major transcontinental highways leading into the Southland. In the latter year it undertook the ambitious task of charting most of the transcontinental highway system. For portions of two years club cartographers mapped main roads in 38 States and Canada, traveling some 30,000 miles between the Atlantic and Pacific.

When the job was done the Club could tell motorists in small hamlets, on rural farms and in big cities the best routes between their homes and Southern California.

The next move was made by the All-Year Club of Southern California which raised a war chest among Southern California business men and civic organizations for the purpose of advertising this area's charms among outlanders in remote regions.

The Club implemented the All-Year Club's campaign through its "hospitality service." Advertisements carried a note that maps and itineraries would be supplied gratis by the Club to the Southern California-bound motorist. On arrival here the visitor was serviced with such other maps as he might need, and all manner of touring and outing information.

What did all this gain? It created an ever-increasing influx of motor tourists. In 1928 more than 140,000 cars entered California, and the following year the traffic was a third larger. By 1926, five years after the start of this coöperative effort, it was estimated that visiting motorists were spending $200,000,000 a year in California. Motor tourism was indeed big business.

BY LONG odds the most valuable and important personal services established by the Club for the benefit of members during this decade were its Highway Patrol and Emergency Road Service.

Motorists were having mechanical difficulties of all sorts on the highways of Southern California. They were running out of gasoline, careening into each other, and into stationary objects, and experiencing various forms of vicissitudes that immobilized them. Roadside repair service and towing by commercial garages were both unreliable and costly.

As a pilot project, the Club attempted first to cope with these contingencies in 1918 in Los Angeles and environs. It purchased and equipped three tow cars. These were available to members in distress from major causes (no tire changes or furnishing of gasoline), on a round-the-clock basis.

The project soon ran into difficulties. Garagemen violently objected because they regarded the procedure as an invasion of their business precincts. Too, Mr. Member from San Diego, and others outside of the Los Angeles area, pouted because the same assistance was not procurable by them.

The Club saw their point. Moreover, it had had sufficient experience with the original project to be convinced that the service was essential to members.

It took six years to work out the details and establish satisfactory emergency facilities throughout the 13 counties of Southern California. The first phase of the program was activated on July 1, 1924 when the Club placed in operation a fleet of panel-bodied, light trucks on the main highways in its territory. These were equipped to render mechanical and personal first-aid. Assigned to regular routes, and manned by competent and courteous repairmen-drivers, their instructions then were, as they now are, to assist every motorist stranded on the highway.

First in panel trucks, then on motor tricycles, and now in jeeps, the Highway Patrol has given yeoman service—to



individual motorists, to community celebrations, and in time of disaster. A veritable avalanche of commendation has descended upon the service since its inception. Truly, they have been "The Good Samaritans of the Highway."

The second step in the program to help the disabled was taken on September 30, 1924 when the Club negotiated contracts with 120 reliable Southern California garages to provide Emergency Road Service on call and without cost *to its members only*. Later this service was extended, by reciprocal arrangement with the California State Automobile Association, to cover all of California. Now it is available in a somewhat different form on a world-wide basis.

Commenting on this activity and using figures then current, Farnsworth Crowder said in *Westways* in 1935:

> "Concentrate, if you can, in that seat of the emotions, the pit of the stomach, the exasperation and anxiety of 160 human beings whose automobiles won't work. Imagine a tangle of 160 such automobiles on the road and in the ditch with flat tires, dead batteries, frozen bearings, sick ignition, smashed fenders, broken springs, and that most embarrassing of possessions, gasoline tanks with no gasoline in them. Assume the accessibility of the Bell System and within a short time will appear 160 speeding repairmen who will offer 160 crisp salutes, and fall to work. Within 30 minutes 112 of the cars will be merrily on their way; the remaining 48 will be hitched onto and towed to cover, and there will remain not so much as an 'X' to mark the spot . . . And except as material parts might have needed replacement, not a pocketbook will have been opened . . . Now, multiply this only partially hypothetical picture by 365 and you have a year in the life of the Emergency Road Service of the Automobile Club of Southern California."

THE CLUB rejoiced in 1926 when its 15-year campaign to secure an all-weather road into Yosemite Valley culminated in the opening of the Briceburg-El Portal entrance route. The new route had the advantage of being much shorter than other roads leading from the San Joaquin Valley and for much of its distance followed water-level grades.

Club members gained additional dividends when recreational and outing services were established in 1922 to supplement touring information. Now the hunter, the fisherman and the camper were to find the Club's resources multiplied to the extent of furnishing him with accurate and helpful counsel on all his vacation problems. This indicated the constant interest of the Club in recreational problems.

Early in the decade—in 1923 to be exact—the Club moved to the site of its permanent headquarters, a spacious reinforced concrete, mission-style structure at Adams and Figueroa Streets in Los Angeles, and enrolled its 100,000th member shortly thereafter.

Reflecting upon achievements of its first 30 years, a club spokesman observed in print:

> "The fact that the Automobile Club of Southern California is a non-commercial, non-profit-making organization, its sole objective being that of service, is inspirational in itself. The call to greater efforts and higher ideals will undoubtedly find a quick response from the great army of motorists who have banded themselves together with so great profit to themselves and to the Southern California community of which they are a part."

The depression years had arrived. Business and the economy were diving lower and lower. Would the Club be destroyed or its services or influence in behalf of the welfare of the motoring fraternity be impaired thusly? We shall see.

IV

FULL-BLOWN MATURITY

1930 - 1940

THE LONDON NAVAL REDUCTION TREATY was to be signed . . . The Democrats again were to dominate the Congress of the United States . . . Mahatma Gandhi was opening his campaign of civil disobedience to the government of India . . . Charles Lindbergh and Roscoe Turner were to compete for transcontinental air records . . . The construction of the Hoover Dam was about to start . . . And the Automobile Club of Southern California was to attain full-blown maturity. The turbulent 'twenties had passed and what some folks were to call the "terrible 'thirties" were here.

With all other institutions, the Club staggered under adversity during the terrible 'thirties, but, unlike many other institutions, it didn't go down.

Indeed while other similar groups were near extremis it still continued to grow. In 1931 it doubled the working capacity of its Los Angeles office and throughout the decade extended its services and continued to expand the radius of its interests and the public's interests. Its roots were well grounded; it was highly resilient to devastating forces.

The pre-depression peak in membership was reached in 1930 when 137,698 members were enrolled. Slowly, but fairly consistently, membership declined to 81,135 in May, 1934. Then recovery began, and growth, as represented by numbers of members, has been comparatively steady ever since.

BY THE middle 'twenties, time payment financing of automobile purchases had become almost as much of a scandal as had been the practice of charging exorbitant insurance rates a decade before. Finance rates bordered on the usurious.

The Club was sure it knew what to do about such skulduggery insofar as its members were concerned. It had had previous and similar experience with automobile insurance rates.

The same procedure would work with automobile financing, the Club believed. It was worth a try, at any rate. After a cautious study, arrangements were made in 1925 with a Southern California security company to finance members' cars from an office the company set up in the Club's headquarters building.

The service was a good one and a fair one. And it was well patronized. But club members wanted to deal directly with the Club in all such matters and not with an outside agency, even though it was vouched for by the Club.

Accordingly, after some four years trial, the Club severed its relations with the security company and, in 1930, organized its own finance service. The basic policy established involved the financing of new passenger automobiles only and neither used or commercial vehicles were accepted.

The initial finance rate was 6 per cent on the unpaid balance due on the contract. This rate was reduced to 4½ per cent in December, 1935, and to 4 per cent (the present rate), in 1946.

In its 20 years of operation, this financing service has saved a very substantial sum to club members and provided them with a dignified, courteous and friendly method for budgeting the purchase of automobiles to meet income exigencies.

CERTAINLY the most spectacular and dramatic venture undertaken by the Club in the 'thirties, from the viewpoint of the public, was the promotion of the construction of the International Pacific Highway.

For many years Americanists had cherished the dream of an all-weather highway that would funnel motorists from the United States southward through Mexico and Central America and into the major republics of South America, and vice versa. They viewed such an artery as a valuable implement in the development of hemispheric solidarity. Accordingly, the Pan-American Union, and other far-sighted agencies, projected the construction of the Pan-American highway.

The route proposed for this international arterial proceeded southward from Laredo, Texas, to Mexico City, thence on through the capitals of the Central American nations, down the west coast of South America to Valparaiso, Chile, and across the Andes to Buenos Aires.

This route was fine as far as it went, the Club reasoned, but it missed true "Pan-American" status for it didn't make connections with Canada or with our most northwesterly possession, Alaska.

So the Club proposed an alternate route, starting at Fairbanks, Alaska, and continuing southward through Yukon Territory, British Columbia, Washington, Oregon, California, Arizona and the west coast States of Mexico to a connection with the Pan-American Highway at Mexico City. From the Mexican capital southward, the routes of the Pan-American and International Pacific Highways were virtually identical.

The radius of the Club's interests and influence had stretched another vast distance outward. First these interests and influence were confined to Los Angeles. Then they extended over Southern California, California, the Far Southwest, and the nation. Now they were to become hemispheric.

The reaction of the Americas to the Club's proposal for an International Pacific Highway was inspiring. Social, political and economic observers and commentators in the nations involved applauded the program.

What was the next move to be? This was obvious to the Club. A survey of both existing and missing road links in the master route was essential. And how was this to be made? Again the answer was obvious to the Club. Send forth experienced engineers and cartographers to gain first-hand, on-the-ground information, just as the Club had for long years acquired information about roads in the United States.

And that was the genesis of the First and Second International Pacific Highway Expeditions of 1930 and 1931.

THE CLUB'S original program contemplated a thorough reconnaissance of the projected highway from the American border at Nogales, Arizona, to the Panama Canal, the exploration to be undertaken in three stages, during three successive years, at time periods when weather conditions were most favorable. The first expedition was scheduled to traverse the route from Los Angeles to Mexico City, the second from Mexico City to San Salvador, and the third from San Salvador to Panama. The first two expeditions were successfully concluded but economic conditions brought about the abandonment of the third. However a supplemental reconnaissance was made on the northern end of the route from Vancouver to Hazelton, B. C.

After four months' preparation, the first expedition left Los Angeles March 15, 1930. It included nine engineers and other technicians who travelled in five especially-equipped Fords outfitted with short-wave radio equipment, engineering and photographic instruments, emergency rations, camping equipment, and all tools useful in assisting the caravan through the rugged terrain which it was known would be encountered.

The expedition required 32 days to traverse 2,280 miles from Los Angeles to Mexico City, experienced a full gamut of weather from torrential rain and snow to stifling tropical heat, traversed old ox-cart roads and built its own roads through desert and jungle where no roads existed, forded or ferried on crude ferries some 19 major rivers, dodged hostile Yaqui Indians and equally hostile Mexican bandits.

Roughest going was encountered through the Sierra de Nayarit with its deep chasms and precipitous slopes which required maximum assistance from ox-teams and a veritable army of peon laborers.

The expedition achieved two major objectives in addition to assembling a mass of valuable technical data. It showed beyond peradventure that the West Coast route between the United States and central Mexico was entirely feasible and probably superior to all others from the standpoint of its attractiveness to motorists. Through contacts



with public officials and civic leaders the Club's representatives likewise created a new consciousness of the value of *turismo*, or "tourism" to the economy of Mexico.

The Mexican people were so stimulated by the potentialities of the road that the States of Sonora, Sinaloa, Nayarit, Jalisco and Mexico sent high official representatives to a conference organized by the Club in October, 1930. The delegates discussed methods of road financing, integration of the route as between the several States that it traversed, and inspected many miles of California's low-cost desert highways. Thus new impetus was given to the International Pacific Highway.

To develop similar interest on the Alaska-Canada sector, the Club sent one of its ranking officials and a cartographer to participate in a road-scouting caravan sponsored by the government of British Columbia in June, 1930. The caravan traversed what is known as the Cariboo Trail from Vancouver, B. C., 828 miles northward to its end at Hazelton. The Club's representatives preached the gospel of the unity and importance of the great route to all and sundry. The people of British Columbia were converted, as the Mexican people had been a short time before.

THE SECOND INTERNATIONAL PACIFIC HIGHWAY EXPEDITION, conducted in 1931, and destined to explore the route from Mexico City to San Salvador, consisted of six club representatives traveling in three of the same Fords that had been used the year before.

The cars and equipment were driven to El Paso and from there were shipped by railroad to Mexico City where the southerly survey was resumed. The party travelled 1,412 miles in 78 days before reaching San Salvador on April 24, 1931.

Difficulties encountered by the expedition were far greater than those experienced by the previous expedition of 1930. For hundreds of miles there were no roads whatsoever. The cars were literally carried over some of the most rugged terrain in Mexico. The gorge of the Río Tehuantepec was a major obstacle and the cars forded it more than a hundred times. Withal the tropical heat was stifling.

But the club representatives secured the information that

they needed and again did a splendid missionary job for the hemispheric highway.

The development of the highway has not progressed as rapidly as the Club originally anticipated it would. At the outset in 1930 the estimate was that a traversible road would be completed in 25 years. Adverse circumstances in the form of a major depression and World War II, both of which had hemispheric impact, intervened to retard the project. Currently the road is only about 75 per cent traversible between Alaska and Argentina. But the Club is not dismayed; knows that eventually it will be finished, and probably in the quite-near future.

THE TWO most significant highlights in highway affairs during this era were the initiative proposition adopted by the voters at the 1938 general election earmarking gas-tax revenues for highway purposes, and the act of the 1939 State Legislature providing for the construction of California's system of rural and urban freeways. The Club played a large part in the formulation of these measures and aggressively supported them.

The arguments in favor of the anti-gas-tax diversion measure were both cogent and potent. At the time it was proposed, proceeds from the gas tax were assigned to the general fund of the State and thus were available for virtually any governmental purpose.

The Club made the telling points that the gas tax was a special levy against one class of taxpayers—the motoring public—and that diversion of these taxes to purposes other than highway construction and maintenance not only threatened the highway system by reducing funds available for highways but likewise imposed an improper and inequitable tax burden on highway-users. The voters supported the Club's position by an overwhelming majority.

At the same election, the Club advocated a companion initiative providing for the creation of a full-time, five-man paid Highway and Traffic Safety Commission to administer highway affairs (even at that time a $40,000,000-a-year business), and to supervise the activities of the State Highway Patrol, the Division of Drivers' Licenses and the Division of Accident Prevention. But the latter proposition was a little too advanced for the time, and it was defeated, even though more than a million voters approved it.

The legislative enactment providing for freeways resulted in the designation of some 100 miles of such limited-access arterials as the Cahuenga Pass, Arroyo Seco and Bayshore, and demonstrated the superiority of this type of design for heavy traffic needs.

BY 1936 the Club was aggravated by the generally prevailing pattern of motor-vehicle law enforcement. It was particularly annoyed with the policy in Los Angeles, where emphasis was being placed on the issuance of citations for technical violations of the law, and insufficient attention was being paid to the control of violations known to be the cause of accidents.

What the Club wanted was officers in plain sight on patrol, for it held the tenable theory that such a procedure would exert a highly salutary psychological restraint on the wilfully reckless and the negligent.

There have been reversions to the old "hide-out" practice, but when they have occurred they have been of short duration. Police officers who have been tempted to resort to such outmoded methods generally have been brought to see the light by sweet reason and persuasion.

TRAFFIC congestion in Los Angeles city and environs grew progressively worse through the years. Despite sporadic efforts, consisting mainly of restrictive legislation, mobile vehicles were literally crawling, and parking conditions were intolerable by 1937. The Club had participated in numerous previous attempts to alleviate these circumstances. But now it stepped out full force to do something about it. And the Club wanted a program this time that offered some promise of permanency of relief.

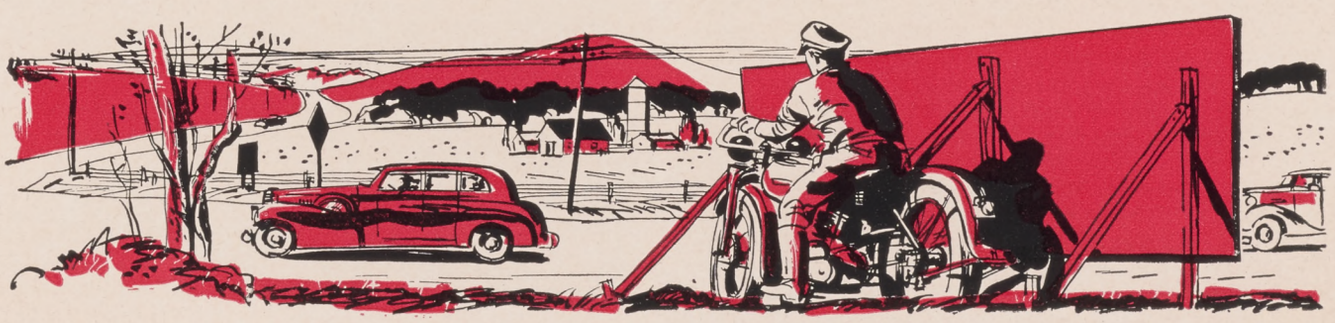
Club engineers undertook a study of the entire problem over a far more extensive area than had been theretofore considered —the Los Angeles Metropolitan Area, as defined by the United States Census Bureau. This embraced 1,235 square miles, including 43 incorporated cities, from the base of the San Gabriel Mountains on the north to the Pacific Ocean on the south and west, and the Los Angeles County line on the east.

They discovered a number of startling facts. First they found that 72.7 percent of all local passenger traffic in the entire area was by private automobile. Then they found that motor-vehicle registrations in Los Angeles County exceeded the total of State registrations in all but seven States. They learned likewise that as Southern California had grown there had been superimposed over the original radial pattern of traffic centering in the city of Los Angeles, a new rectangular traffic pattern of vehicles proceeding from Santa Monica, say, to Burbank; Pomona to Glendale; Pasadena to Long Beach; etc. These conditions, it was plain, not only were throttling vehicle movement but they were, moreover, intensifying the parking problem.

The engineers came up with some revolutionary recommendations in their official report: A master network of elevated super-highways, cutting through centers of blocks in Los Angeles, with facilities in the way of loading zones for busses, elevated garages at strategic points for the parking of private vehicles, elimination of curb parking on service streets, and the development of more adequate off-street parking in satellite cities and trading centers in the Metropolitan Area.

The study and the report formed a contribution of the first magnitude to the relief of an interlocking, sprawling but stagnating community. The fact that the Los Angeles Metropolitan Area has little more than begun to adopt the recommendations contained in the Club's report in no way vitiates their importance or their applicability to the long-range planning for the development of a great metropolis. The blueprint for action had been made persuasively clear

ANOTHER spectacular project of the 'thirties was the annual Outing Shows which were held on the grounds of the Club's Los Angeles office each Spring from 1934 to 1938. Here the latest models of motor vehicles and trailers were displayed and the most modern of fishing, hunting and camping equipment was demonstrated for the edification of an eager public. Here, too, expert swimmers, archers, fly-casters and marksmen displayed their prowess, and comely models paraded the latest styles in outing attire. As an added attraction



the Club produced a colorful pageant, "The Historic Flags of California," since staged by many schools and patriotic and historical organizations in modified form. The Outing Shows were discontinued in 1938 for the simple reason that the public, which had been increasing in attendance each year, could not properly be accommodated on the Club's spacious yet inadequate grounds.

In 1932 the Club, with four other major American automobile clubs, again expanded the periphery of its service to members by affiliating with the worldwide Alliance Internationale de Tourisme, with offices in 44 foreign countries and facilities to ease and expedite the movement of club members through strange lands. And in 1934, the Club changed the name of its official publication from *Touring Topics,* the title it had borne since its beginning in 1909, to *Westways,* a designation deemed more descriptive of its editorial scope.

The Club had started its fourth decade under the most unpropitious of stars. But it was concluding it under a far more auspicious firmament. Certainly it had triumphed significantly over adversity. The reason? Perhaps it could be found in the oft-quoted adage attributed to Arthur Sheldon: "He profits most who serves best."

V

THIS CHANGING WORLD

1940 - 1950

WORLD WAR II was on . . . Germany had invaded the Low Countries and Scandinavia, and London was being bombed . . . Leon Trotsky was murdered in Mexico . . . Franklin Delano Roosevelt was entering office as the first third-term President of the United States and peace-time compulsory military service for American youth was the order . . . In California the Communism menace had become very real . . . The State's deficit had reached an all-time high of $82,110,559 . . . The All-American Canal, providing water from the Colorado River for potentially productive agricultural lands in Imperial and Coachella valleys, had been completed . . . The Arroyo Seco Parkway, pilot freeway, was open to traffic.

These worldwide and local events significantly marked the fifth decade of the development of the Automobile Club of Southern California. It was to be a hectic decade, a decade of travail, of sacrifice, of increasing public service, but withal a decade of amazing progress for the institution that years before had been dedicated to protecting the motorist.

Again and again, by action and example, the Club had reaffirmed its devotion to the whole people. During this period a club spokesman epitomized club policy in this respect in a public address thusly:

> "The operation of a motor club in this highly organized land involves the acceptance of many social responsibilities. It [the motor club] cannot concern itself exclusively with the motoring interests of the public. It must carry a reasonable share of the burden of community and area development. It must be well and securely integrated in the living scheme of the people. This means its representatives must participate in, and coöperate with, chambers of commerce, service clubs, and other semi-public agencies, and public agencies, in projects designed for the common good, for the welfare of motorists and motorists' organizations are dependent upon the welfare of the communities in which they are located."

The advent of World War II saw this club policy activated with greater power than ever before. Six months before Pearl Harbor in 1941, the Club officially committed itself to the fullest coöperation in military and civilian defense activities. In September, 1941 the Conference of Western Motor Clubs, meeting in Seattle, followed the Club's lead and unanimously made a similar commitment. In quick order the Club offered its entire available facilities to the Army, Navy, Air Force, Coast Guard, and civilian defense activities; launched a program among civilian motorists to "give a lift" to members of the armed forces, started safety training schools at military establishments for drivers of military vehicles, set up similar facilities for members of Red Cross Motor Corps units, and began the distribution of what ultimately was to number a quarter of a million of regular and special maps to the services.

WHEN the Japs struck on December 7, 1941 and the United States declared war on both Japan and Germany, civilian motorists were faced with a succession of crippling blows. These created entirely new problems for the Club to contend with.

By December 11, sale of new tires and tubes was frozen; so, too, was the sale of new automobiles on January 1, 1942. Shortly thereafter automobile production was halted, and both tires and automobiles were placed under rationing, and by December 1, gasoline rationing, which had been started the previous May in Eastern States, was made effective on a nationwide basis.

Certain of these restrictions were particularly threatening to Southern California for the Club's 1937 traffic survey had shown that more than 70 percent of the people of this area were dependent upon private automobiles for essential transportation.

Gasoline rationing in Eastern States had been invoked because of a shortage of tank cars and tankers to transport motor fuel from Western and Midwestern fields to Eastern outlets. Nationwide gasoline rationing was threatened as a means of conserving tires.

The Club realized that America's rubber supply, cut off at the source by war in the Pacific, was distressingly low, and that the conservation of tires on American automobiles was desperately needed. But it thought there were better ways of achieving tire conservation than the indirect method of gasoline rationing.

A month after Pearl Harbor, the Club urged California's Governor Culbert L. Olson to proclaim a 40-mile speed limit to conserve tires. Club President Harry J. Bauer then made a similar appeal to President Roosevelt. Two months later the President requested the Governors of the several States to proclaim this 40-mile limit.

The Club immediately set about to implement the President's request by organizing a five-point "Drive for Victory" program. This included a voluntary pledge to drive under 40 miles an hour, curtail unnecessary driving, share rides on a reciprocal basis, subject cars and tires to periodical inspection to assure maximum life, and coöperate in the wartime program of staggered business hours to relieve overloaded mass transportation facilities. About 1,250,000 Southland motorists enlisted in this voluntary program.

The Club likewise participated in the national month-long, used-rubber salvage drive in 1942 and its efforts added more than 40 tons to the collection. It formed more than a hundred Southern California civic agencies into the Citizen's Drive-

for-Victory Committee, and plugged constantly for the conservation of all automobile equipment.

But while the voluntary conservation effort was effective, it proved insufficient to forestall nationwide gasoline rationing, which, in the thinking of Washington bureaucrats, was the only means of reducing automobile usage. At times this thinking approached the proportions of hysteria, as when the Director of the Office of Price Administration threatened to conscript tires on many civilian cars, and a United States Senator (from California, at that!) advocated the confiscation of all automobiles over one in any family.

The Club resisted all such ill-advised moves. Its attitude was evidenced in its support to the fullest of every reasonable move to aid the war effort. But it wanted no part of any philosophy of imposing restrictions on automotive transport simply to "equalize the sacrifice" in all parts of the country, regardless of the demonstrable needs of various areas.

Nationwide gasoline rationing became effective December 1, 1942. It contemplated an average ration of gasoline that would permit 5,000 miles of travel per passenger automobile per year throughout the States. That wouldn't do in Southern California where there was practically no mass transportation and the public was dependent upon private transportation. So Standish L. Mitchell, the Club's general manager, announced:

> "Unless the mileage ceiling [is] allowed to rise in California to an average of some 7,000 miles per year we shall very likely witness one of two things: (1) Collapse of our civilian economy and society, with inevitable collateral impairment to our war effort, or (2) Wholesale patronage of black markets to enable Californians to maintain their mobility."

Rationing restrictions were relaxed in virtue of the Club's representations, and the mileage ceiling was raised very materially to permit necessary driving.

The Club had opposed arbitrary gasoline rationing. But when such became a war order, the Club complied. It assigned skilled technicians to assist rationing boards in the issuance of ration books, and otherwise implemented the rationing program.

In the interim, the Club assigned its engineers to supervise an evacuation program for Southern Californians threatened by invasion, erected "dim-out" warning signs along coastal highways, which offshore, hostile vessels might find vulnerable, and posted beach areas as a protection against saboteurs.

Constructively the Club was very much in the war. As much, in fact, as it was opposed to the blundering tactics of the civilian agencies that, without convincing reason, would have throttled the civilian economy.

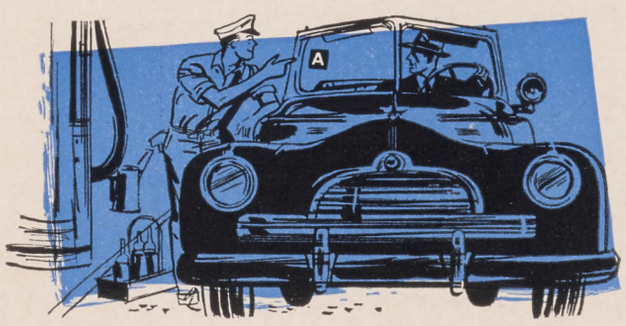
When the tumult and shouting died, and Germany and Japan had capitulated in 1945, there were many acknowledgments of the Club's contribution to the success of the conflict.

Wrote General of the Army, Henry H. Arnold: " The valuable aids of the Club were readily available and special requests were promptly fulfilled."

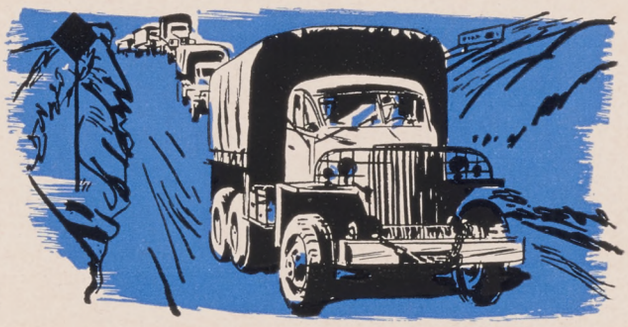
Wrote Lt. Gen. John L. DeWitt in 1945: "I would fail in my duty if I did not make of record my appreciation of the initiative, resourcefulness and aggressive action displayed by the personnel of your organization engaged in this work, and the part their action played in the efficient and effective prosecution of the war effort." (That was praise indeed.)

Other commendations were received from the Navy, Coast Guard, Red Cross, Selective Service, and even from such civilian agencies as the Office of Price Administration, and the Office of Defense Transportation, many of whose "directives" the Club had opposed.

The Club was satisfied. It had done a job to the best of its lights. It, and all other similar agencies and like-minded individuals, were glad for the peace.



WAR'S end brought many a problem to motorists in the war and industrial mobilization zones. Southern California was no exception. Save for the building of a small mileage of roads to provide access to military establishments, there had



been no road construction. Moreover, maintenance had been reduced to a minimum. Heavy trucks of the armed forces and supporting industries had pounded the highways badly, while the State's population had increased amazingly.

Again it was obvious that the State's road system needed an overhauling to make it suitable for the ever-increasing traffic. Immediately after gasoline rationing ended in August, 1945, traffic jumped 25 percent. In the first half of 1946 it was up 53 percent over 1945 and 28 percent more than in the previous peak year of 1941.

Anticipating these postwar conditions, the California State Senate appointed a Committee on State Highway Revenue in 1943. This move was followed by the appointment by the Legislature of a Joint Fact-Finding Committee on Highways, Streets and Bridges. The deliberations and conclusions of both committees were greatly influenced by the Club's 1937 traffic and highway survey of the Los Angeles Metropolitan Area.

The studies of these committees resulted in the adoption in 1947 of the Collier-Burns Highway Act. This legislation increased the gasoline tax from 3 to 4½ cents a gallon. Of this sum, 1⅜ cents was allotted to the counties for primary county roads, plus a lump sum of $5,500,000 annually; another ⅝ of a cent was allocated to cities for major streets not a part of the State highway system; and the balance was earmarked for State highways. The act likewise increased automobile registration fees from $3 to $6 and made numerous changes in the highway administration program.

The Club plumped for this act.

ONE OF the gravest matters that has confronted motordom in its maturer year has been that of establishing the responsibility of drivers to settle claims for damages inflicted by their vehicles upon individuals or the property of others when they may be involved in accidents.

The principle of compulsory insurance has been advocated for many years, and now is effective in Massachusetts. Under this plan, motorists must obtain adequate public liability and property damage insurance when they originally register an automobile, and present satisfactory evidence that it is being maintained each time they re-register.

This principle is repugnant to many for it has the effect of putting the State into the insurance business and increasing governmental bureaucracy, with its attendant expense and complexities.

The Club long realized that there must be some financial

protection for the innocent victim of an automobile accident from the negligent act of an irresponsible driver.

So in 1947 the Club supported the California Financial Responsibility Act, which, in brief, provides for the suspension of licenses of uninsured, or otherwise financially irresponsible, drivers involved in automobile accidents, until claims for damages resulting from such accidents are settled and until insurance is procured against possible future accidents.

The act is by no means perfect but it goes a long way toward protecting the guiltless victims of highway mishaps.

FROM its earliest experiences the Club learned that one of the brightest prospects for reducing highway accidents in the long haul rested in the conditioning of youth to the inherent hazards of the automobile.

The Club proved this in training school children, *as pedestrians,* to avoid accident situations. It believed for a long time that much could be accomplished by training adolescents to avoid accidents *as drivers.* In 1949 the Club carried this indoctrination project a degree farther when a State law for requiring the establishment of driver-education courses in California high schools, which it had supported, became effective. Some 260 courses now are being conducted in Southern California, and the Club has been instrumental in obtaining loans of more than 75 dual-control cars to teach safe driving to students.

A corollary of driver education has been the formation of teacher-training workshops, designed to equip instructors to train youth in proper driving practices, which have been held at a number of Southland educational institutions with club counsel and guidance.

Yet another attack on the accident problem was made in 1949 when the City of Los Angeles instituted what a facetious newspaperman said he hoped would be "the traffic survey to end all traffic surveys." The Club contributed materially to the study. A number of logical recommendations were made, including the creation of a Department of Traffic Engineering, a five-member Traffic Commission with policy-making powers, and an advisory Technical Coördinating Committee.

Traffic control and highway safety are as closely allied as the hands of a clock when it's noon. Until order is brought out of the chaos of metropolitan traffic, whether the metropolis be London, Louisville, or Los Angeles, inevitably there will be an unwarranted volume of highway casualties. The Club knows that, of a certainty.

MANY a veteran on the Club's staff shed a tear in 1946 when the decision was made to stop posting signs on State highways and to relinquish that duty to the California Division of Highways.

But the decision was inescapable. The Automobile Club of Southern California and its opposite number, the California State Automobile Association, had pioneered in this activity. But now it had become too extensive and too complex for mere quasi-public institutions.

The clubs, however, continue to post city streets and county roads, on the basis of erecting signs for such political jurisdictions at the bare cost of materials. It is not likely that they will ever completely bow out of this operation. It means too much to them, as a tradition if nothing else. "Guidons and Guardians" on the highways, these signs have been called for 40 years. And that they are!

A CENTURY of existence for the Automobile Club of Southern California now is at the half-way mark. What of the future? How many members another 50 years hence? A million? Two million? No guess, however fantastic, is impossible. The traditions of service are firmly and deeply inbedded within the organization. It borders on the indispensable.

Said Farnsworth Crowder in an astute appraisal of the Club in *Touring Topics* in 1935:

> "Many an Easterner will comment on the absence of sidewalks in urban sections of California. It is simply that the Californian, to the store for bread, to the beach for a swim, drives his car. Social cliques are held in a state of friendly cohesion by the automobile, even though the member households be scattered over an area as large as Rhode Island.
>
> "Again, visitors will comment on the relative scarcity of porches and piazzas. This is not because the inhabitants are always indoors, but rather outdoors and going somewhere. If restiveness is a dominant American characteristic and Southern California the great American mirror, then we need not be surprised to find restiveness reflected and magnified to a point where hunger for movement is a provincial mania. The Californian is forever out, looking for support, for escape, for beauty, for relaxation. He likes the fiesta mood. He likes to dabble a finger in the warm romantic pool of the Spanish past, foreign as the spirit of that past may be to his own Twentieth Century, six-cylinder restiveness.
>
> "In short, your Californian not only loves to go, but he is equipped to go, has places galore to go to. And he develops clubs to expedite and safeguard his going. He has a peculiar talent for being clubby, for associating with his fellows—whether to sell oranges, or raisins, or scenery, or insurance at cost. His audacity in these enterprises always carries him beyond the merely adequate toward the superlative. Whether it be a grapevine, an Olympiad, a football team, a parade, a dam, a bridge, or a motor club, let it be umpstest."

Fifty-eight members had signed the by-laws of the Automobile Club of Southern California by 1903—three years after its founding. In mid-year of 1950 the Club passed the 300,000 mark in membership. Said Club President Bauer on that occasion:

> "In an organization such as ours, the greater the membership, the greater the opportunity to render more beneficial service to all."

Project these figures: 38 to 300,000 in 47 years; 300,000 to what in another 50 years? Who knows? But the Club, as Crowder says, probably will be the "umpstest." And the wheel and the bell? Yes, it very likely still will adorn the self-propelled vehicles of Southern California in the year A. D. 2000.

¶ *The foregoing story of the first 50 years of the Automobile Club of Southern California is based on a manuscript history of the Club written by Dr. Glenn S. Dumke, and the author's personal knowledge of club operations during the past 35 years.*





• From Inspiration Point on the old Wawona stage road, followed later by automobiles, travelers got their first spectacular view of the valley



J. T. BOYSEN—NATIONAL PARK SERVICE

• In July 1900 A. E. Holmes and his brother, F. H. Holmes of San Jose drove a Stanley Steamer, the first automobile, into Yosemite



TITLE INSURANCE AND TRUST CO.

• The Washburns operated a stage from Wawona, where they owned a hotel, down to the valley floor



• The Yosemite Valley Railroad was built in 1907 to El Portal where passengers transferred to stages and later to these open-top busses

Fifty Years of Service to Motordom

AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA — GOOD ROADS — AAA

1900-1950

Into Yosemite by Horse and Car



• Upper Hotel, built in 1857, was photographed in 1859 by C. L. Weed, first photographer in Yosemite. It was bought in 1864 by J. M. Hutchings

THE WAY into Yosemite not too long ago was a long and perilous journey, whether made on the back of a horse, in a rocking and rolling stagecoach or in a puffing little horseless carriage.

The roads were steep and clouds of dust rolled over the passengers. Huge freight wagons were a constant danger on the narrow, curving roads. From 1900 to 1907 a few hardy motorists made their way into the valley by car, but the year the railroad was completed up the Merced River to El Portal automobiles were banned from Yosemite. Machines, it was felt, might frighten the stagecoach horses and endanger the passengers.

In 1913 the Club was successful in persuading the authorities to open Yosemite to automobiles. Club engineers surveyed all the routes into the valley, recommended opening the old Tioga wagon road across the Sierra, and the construction of a new all-year highway by way of Mariposa and the Merced River. It was the automobile that made safe the way to Yosemite.

OUR FARMS ARE FACTORIES NOW

By D. M. Rutherford

Fifty Years of Service to Motordom

AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA — GOOD ROADS — AAA

1900-1950

UNION PACIFIC RAILROAD



• Fast transportation in refrigerated cars has made possible the tremendous volume production of perishable fruits and vegetables

A FEW YEARS ago we were talking to a man who had been born in San Diego County in 1856 and who was still living in the old home on a remnant of his parents' Spanish grant. "It would be a fine country still," he said, "if all those tenderfeet hadn't come out here and planted oranges and avocados. They ruined this country."

Those "tenderfeet," however, have made agriculture and livestock in Southern California worth more than a billion dollars a year.

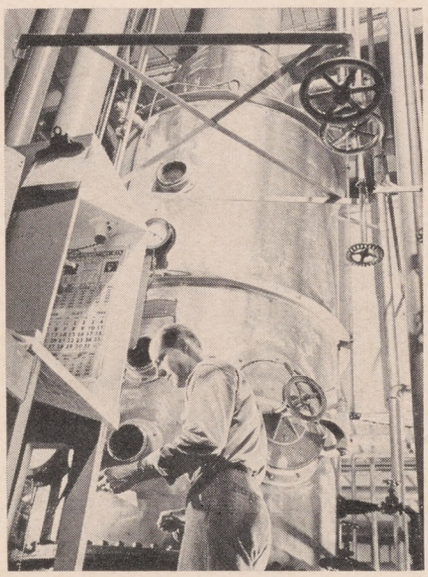
At the turn of the century the citrus industry was well begun, vineyards were extensive and there were sizable orchards of peaches, apricots and other fruits. Refrigerated cars were hauling perishable crops across the country. Irrigation systems had been constructed and the desert had been made to bloom in a modest sort of way.

During the last 50 years, however, the value of California farm products has moved up to first place in the nation. With the promise to touch lightly on statistics, here are a few records of farm crops in Southern California for 1949. Livestock accounted for $398,000,000; field crops, $293,000,000; fruit and nuts, $255,000,000; and truck crops reached $181,000,000.

Los Angeles, Kern and Tulare counties each have annual farm crop values exceeding $150,000,000. Riverside County has 20 crops worth more than a million dollars, Tulare 17, Los Angeles 16, San Bernardino 15, San Diego 13, Kern 12, Imperial 11, Santa Barbara 11, San Luis Obispo 10, Ventura 10, Orange 9.

More than 200 kinds of farm products are grown, including 35 field crops, 68 fruit crops, 86 vegetables, and a large number of seed, drug plants and condiments; 40 kinds of commercial livestock, poultry and honey-bee enterprises. Altogether there are 118 distinct types of farming in California. Our nearest competitor is Pennsylvania with 25.

This astonishing record has been made possible because the pioneers of a half-century or more ago had the foresight to develop water resources and the tractor and motor truck have revolutionized farming. Lately a refrigerated truck made a trip from California to New York in five days. Air cargos of cut flowers and other high-value, low-weight commodities fly overnight to Chicago and New York. One truck line hauls avocados east and returns with frozen meat.



• Equipment for concentrating orange juice is revolutionizing the marketing of citrus crops

Transportation and marketing have undergone many changes. The Los Angeles wholesale produce market handles the largest volume of any except New York; last year it was 98,000 carloads.

Farmers' cooperative marketing organizations, such as the California Fruit Growers Exchange, California Walnut Growers Association, Poultrymen's Cooperative Association and the Calavo Growers of California have made it possible to assemble, standardize, package, transport, advertise and sell farm products in large volume. Some have been in operation more than 50 years, although most were organized in the early 'twenties.

A fundamental change in distribution of many farm products has come through technological advances in canning and freezing. Up to about 20 years ago only strawberries were frozen (with sugar in barrels) for the manufacturing trade. Now every store displays a wide variety of frozen fruits, juices, vegetables, meats, even frozen meals.

Through the perfection of low-temperature, high-vacuum concentration, citrus juices with three-quarters of the water taken out are distributed frozen in serving-size cans. Several large plants are now concentrating and freezing citrus juices in Southern California, providing an outlet for edible but off-grade fruit. Frozen concentrates of other fruit juices are on the way.

Newer knowledge of genetics, the science of plant and animal breeding, has brought profound changes in rate and efficiency of production. Animal breeding



• A date garden must have its feet in water and its head in the sun. Water has made a desert the most fertile garden basket in the nation



• The Southern California orange crop was worth $107,000,000 in 1949. Many orchards are using wind machines for frost protection

on the basis of the average performance of the family, rather than the individual, has been the means of greatly increasing egg and milk production. In the past 20 years the turkey has been re-designed, putting much more meat in the right places. Corn production per acre is up about 36 per cent, cotton 58 per cent, potatoes 68 per cent, due to the work of plant breeders and nutrition workers. In the attempt to secure better strawberries, more than 100 varieties are being tried in Southern California.

Since World War II progress in chemistry in relation to agriculture has been startling. "Hormone" sprays, designated simply as 2,4-D and 2,4,5-T because of their elaborate formulas, do amazing things to plants. When sprayed on citrus trees leaf drop is reduced and fruit size is increased. "Controlled abscission" by the use of 2,4-D in cotton removes the leaves, simplifies harvesting, helps insect control and reduces boll rot.

DDT found wide use during the war for controlling flies, mosquitoes, and body lice. In a few seasons flies became immune and another product, lindane, has come along to take its place. At the Citrus Experiment Station of the University of California in Riverside, more than 3,000 new materials have been "screened" to find better means for control of farm pests. One of them, called parathion, has given remarkable results in the control of a wide variety of pests.

There have been astonishing mechanical developments in the last 50 years. In 1900 the production of one farm worker fed 7 persons, in 1920 it was 10, and today it is 15 persons.

More than 300 pilots are licensed in California to do spraying, dusting and seeding by air. Boom sprayers, with as many as 20 nozzles, are in common orchard use. A new plow turns soil to a depth of six feet and is pulled by a tandem team of four large tractors. It turns over fouled soil and replaces it with rich underlying silt.

Lettuce harvest is highly mechanized. Slow-moving trucks haul field carriers equipped with lateral conveyors, and enable a crew to cut lettuce in a wide swath. One company in Imperial Valley carries on harvesting operations so rapidly that lettuce is cut, hauled to the packing shed, unloaded, graded, packed, iced and placed in the precooled refrigerator car in less than an hour.

Bulk handling, doing away with burlap bags and wooden boxes, is rapidly coming into use. Mixed feed and grains are transported in large tanks from mills to dairies, poultry and turkey ranches and transferred in a few minutes to the farmer's storage bin by a screw conveyor. Some grapefruit and orange growers are picking fruit directly into trailers or specially constructed truck bodies, saving time, labor and the heavy cost of boxes and their maintenance. Electronic size and color sorting of lemons is nearing commercial use.

Much hard labor was once required to shake down walnuts at harvest time. Now a tractor, equipped with a cable on an eccentric, vibrates the tree, bringing down all the nuts in less than a minute and there are motorized vacuum sweepers to pick them up. More than 900 mechanical cotton pickers were used last season in the San Joaquin Valley. Long-wheelbase scrapers, called "land planes," level soil for row crops and alfalfa fields more accurately, more rapidly and at less cost than by old methods.

The rapid increase in the use of irrigated pastures represents a fundamental change in Southern California agriculture. With a suitable mixture of grasses and legumes it is possible to secure well balanced feed for livestock in tonnages as good or better than from harvested fields. The animals do the harvesting in 9 to 12 months according to the locality and at the same time distribute fertilizer.

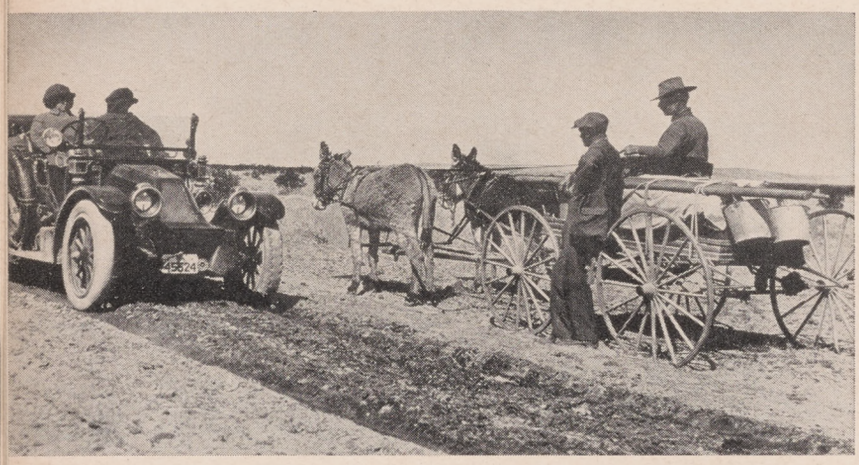
One alfalfa ranch in the Imperial Valley has no horses and no pitchforks. Power mowers, side delivery rakes and pick-up balers do the work. A quickly detachable bale elevator at the side lifts the bale to a platform waist-high above the truck bed. The only human labor involved, other than driving the machines, is moving the bales into position on the truck.

Pneumatic shears take much of the work out of pruning, use fewer, more skilled men, do the job quicker and cheaper.

A device that the ingenious Rube Goldberg would praise does away with the ladder in fruit harvesting and tree pruning. Equipment now in limited use in peach orchards and under trial in citrus orchards, elevates one to several men into position and takes the fruit as picked. By pushing buttons in a panel, the man on an individual boom can raise or lower it or move right or left by means of hydraulic mechanism.

These are but a few of the products of ingenuity, developed by the present day farmer. California agriculture has come a long way in the last 50 years. Those "tenderfeet" have changed our farms to factories.

DESERT DRIVING WAS TOUGH



• This was US Highway 66 near Ludlow in 1913 when it took courage, even in so reliable a car as a 1911 Franklin, to cross the desert on a little sandy track

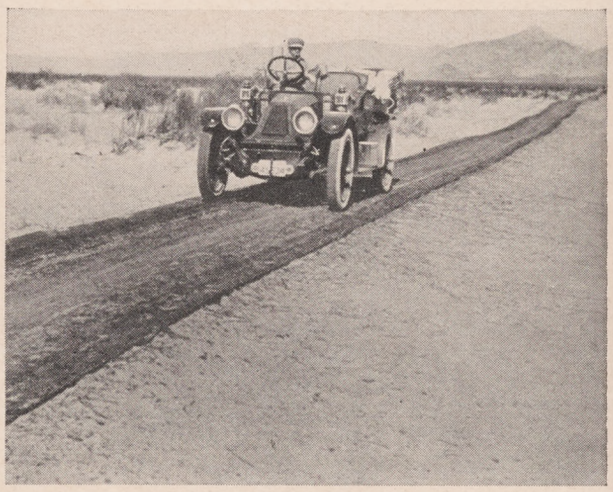
EARLY desert travelers with no roads to follow and no direction signs to guide them often became hopelessly lost and many of them perished in the heat. The wonder is that anyone had the temerity to tackle a trip on the desert in those days.

Many are the harrowing tales told by club engineers who first mapped the roads and posted signs directing travelers to water holes and towns. Flash floods engulfed their cars as they tried to cross desert washes after a storm. They got stuck in the sand and their cars broke down, but they managed somehow to do their job. In the fall of 1912 they covered 1,200 miles of desert trails, pioneering for the motorists who were so soon to follow.



• A 1921 Studebaker, manned by four stalwart and begoggled adventurers, skids through the sandy ruts on the road near Blythe, typical of early desert roads

• South of Blythe Junction, now known as Rice, the Blythe Truck Co. about 1913 built a plank road on powder sand



• The road through Brawley in 1908 was wide, but after a rain it was a sea of mud and the rest of the time clouds of dust and sand pursued each automobile



SECURITY-FIRST NATIONAL BANK



FIELD STUDIOS

• Indian Avenue, Palm Springs, in 1920 was still a country lane, deep-rutted and lined with tall trees



FIELD STUDIOS

• Many of the tall palms still stand on Indian Avenue but in 1950 modern architecture has replaced most of the modest little cottages

Fifty Years of Service to Motordom

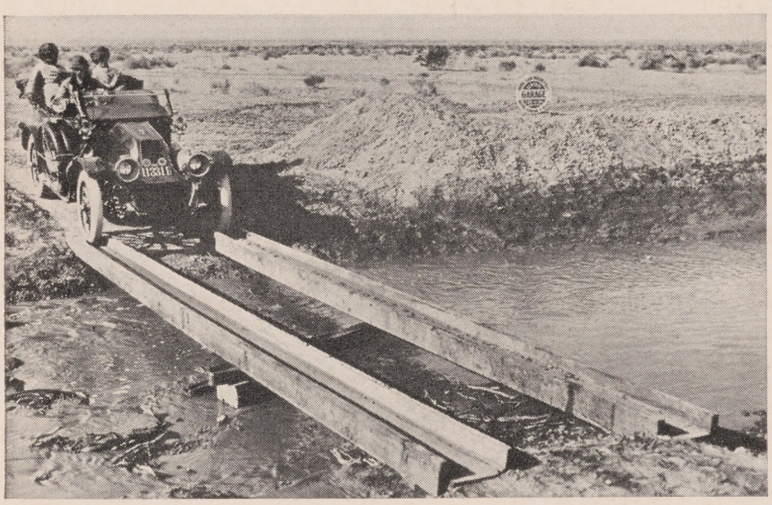
AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA

GOOD ROADS

AAA

1900-1950

• The people of Brawley built a bridge to span the irrigation canal near Mammoth Wash. This is 1913



• A mat of brush was a big help in driving through the sand near White Water Point on the road to Palm Springs in the year of 1910

HELEN LUKENS



TITLE INSURANCE AND TRUST CO.

• Manpower as well as horsepower was necessary to negotiate the highway near Bennett's Wells in Death Valley when the ruts in the sand were deep



KEN SAWYER



The RUNAWAY STAGE

By DAIN L. TASKER

IN THE summer of 1907 my wife and I decided we would take a vacation tour by automobile into Northern California. We had never driven our four-cylinder Elmore farther than Riverside but had had a good deal of experience on week-end trips over Cahuenga Pass into the San Fernando Valley to enjoy the spring wildflower displays. The reports of the steepness of the grade over Frémont Pass gave us anxiety but we tried to equip ourselves for the trip so that we felt reasonably confident of negotiating the roads. An elderly New York lady and her nurse were to accompany us. We would not have taken them with us, certainly, had we known what the trip was to offer.

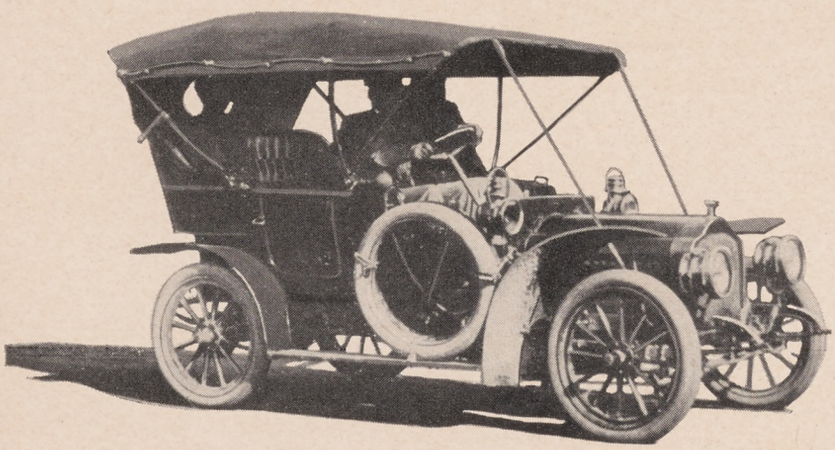
By the time we had reached San Francisco we were veterans of the road, having experienced all sorts of mechanical trouble and been dragged through countless sand and water hazards by farmers and their teams, strangely present at all major fording points. We left San Francisco on the Sausalito Ferry, motoring to Cloverdale, from which point we hoped to be able to enter Lake County for a visit to Lakeport. The only entrance, however, proved to be by way of a toll road from Pieta, a station on the Northwestern Pacific Railroad. The gate keeper warned me that an automobile had no rights on the roads of Lake County, there being an ordinance that stated that whenever a motorist saw a horse approaching he must pull over to the side of the road, stop his engine and wait until the horse was well past before cranking his engine to proceed. A stage would be coming over the road in a short time, he told me, and I must follow the stage driver's instructions to the letter. The road over the mountains was narrow, but it had many turn-outs and a reasonably good surface and grade.

After we had proceeded for about 10 miles we met the stage as it rounded a sharp curve. I placed the car in one of the turn-outs, well off the main line of travel, but the stage driver instructed me to take a position on the left side of the road near the canyon edge. After he was satisfied that I was in the correct location and that my engine was off, he negotiated a passage between me and the wall. As the rear wheels passed us my wife rose in alarm. The horses were running away! The stage, completely out of control, careened around a curve in the road and was lost from sight. I grabbed my physician's bag and ran down the road. Just beyond the curve I met a woman who presented a dreadful appearance. Her grey ulster was bloody from top to bottom, but fortunately her appearance was worse than her condition and I was able to continue on with little time lost. The stage had gone down the canyon wall for about 100 feet and was lodged in a clump of trees. Most of the 11 passengers were carried with it, though those on the top and in the driver's seat had managed to jump clear before it had left the road. A woman within the stage had thrown her baby out in a last desperate effort to save it from what seemed at that time to be certain death. Tragically, its head hit a rock, producing a fatal brain hemorrhage. One man was lying at the foot of a tree near the open stage door, apparently in much distress. He declared that his hip was broken, but since my examination did not confirm his fears I persuaded him to ascend to the road on his own power. Not one of the passengers was lacking in some form of bruise or brush burn, but, miraculously, there were no major injuries and, excepting the child, no fatalities.

The driver reported that as he had passed through the space between my car and the canyon wall his team had reared up and the doubletree had hit their legs and become unhooked. It then fell on their heels and the frightened animals lunged forward and their reins, which were around his hands, pulled him from his seat. The stage, without any brake control on the down grade, rolled its weight against the wheel team and started them on the run. A narrow, winding mountain road made a short trip for the runaway team and stage.

After getting the passengers assembled on the road and some first-aid administered, I went back to my party for a conference. We unloaded our baggage and, there being no alternative, I left them beside the road while I made two round trips to Pieta to enable the stage passengers to catch a train for San Francisco.

We then re-loaded the car and proceeded with painful caution into Lakeport. Originally our plans had not called for a long stay, but now, nervously exhausted, we settled down for the remaining 10 days of our outing not setting a foot inside the Elmore. When time finally forced us to move on, we made our way back on a different road, leaving the county by way of Bott's Canyon to Rutherford.

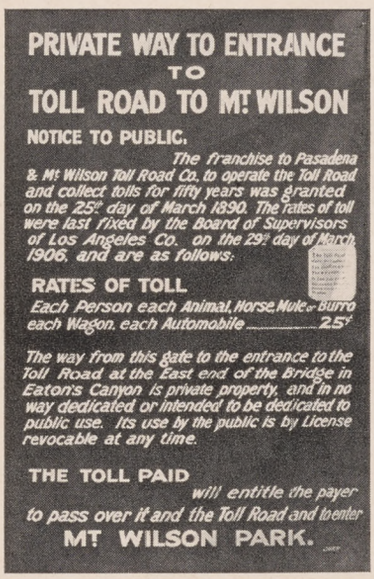


• When we reached San Francisco in our four-cylinder Elmore we were veterans of the road

Beyond the Toll Gate

BENJAMIN DAVIS WILSON, trader, trapper and first mayor of Los Angeles, never owned the mountain which bears his name, but he built the first good trail to its 5,710-foot summit in 1864. Campers and hikers traveled over his trail and resorts were established. In 1889 the Pasadena and Mt. Wilson Toll Road Company was formed by prominent Pasadena citizens who bought large sections of the mountain from homesteaders and others. A year later the company was granted a franchise by the Los Angeles County Board of Supervisors to construct a toll road from Altadena.

At first, the road consisted only of a steep, twisting trail two feet wide, with grades of 10 to 30 per cent. This was widened to six feet in 1893. Then, in 1905, Astronomer George Ellery Hale established the Mt. Wilson observatory for the Carnegie Institution on land leased from the toll road company. In 1906 the observatory widened the toll road to 10 feet in order to get its new 60-inch reflector telescope to the top. Visitors to Mt. Wilson now drive over the modern Angeles Crest Highway and Red Box Gap.





LESTER GIBSON



• When the Mt. Wilson Toll Road opened in 1890 it was a steep, twisting trail two feet wide. This is Mt. Wilson Camp (1905) in back of observatory



• Here a Franklin negotiates the road (1913). It was widened to 10 feet in 1906 so the observatory could get its new 60-inch telescope to the top.



• This is the second Mt. Wilson Hotel as it looked about 1918. The first hotel, built in 1905, burned down on March 25, 1913.



• Here is where the visitor paid his 25-cent toll fee and began his exciting journey to Mt. Wilson's summit. The road was closed in 1936.



LOS ANGELES CHAMBER OF COMMERCE

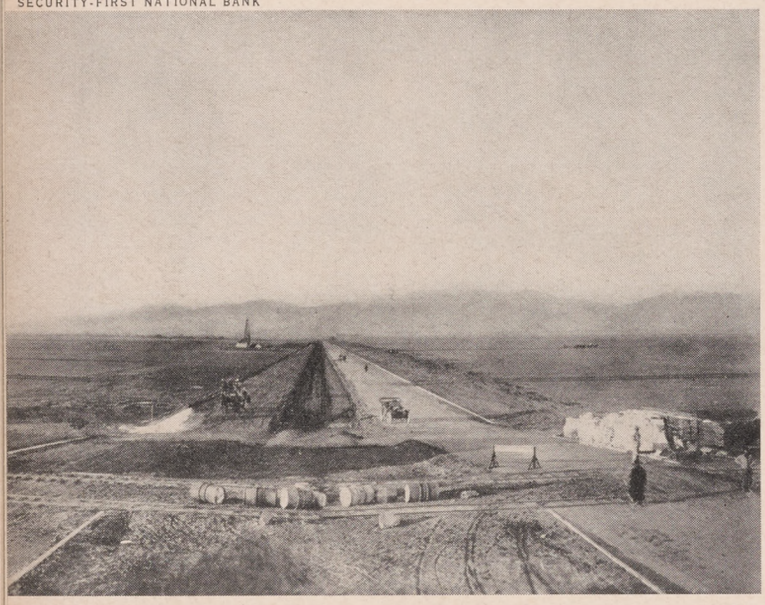
• Electric cars came to Santa Monica when the Colegrove Line was built in 1896 from Los Angeles via Hollywood, where this imposing home stood



SECURITY-FIRST NATIONAL BANK

• Wagons outnumbered the automobiles on Spring Street north of Fifth about 1904. The automobile in the foreground is a 1901 White Steamer

SECURITY-FIRST NATIONAL BANK



• In 1912 Van Nuys Boulevard bisected immense wheat fields in the San Fernando Valley. In those days the valley was covered with big ranches

LOS ANGELES CHAMBER OF COMMERCE



• Looking north on Olive Street from the top of Angels Flight, snow-covered mountains formed a background in the days before smog came



• A 1908 Tourist car successfully drives through the water at Eastlake Park, now known as Lincoln Park. The Tourist was built in Los Angeles

LOS ANGELES CHAMBER OF COMMERCE



• In 1905 the Philharmonic Auditorium replaced Hazard's Pavilion at Fifth and Olive, across the street from what was then Central Park

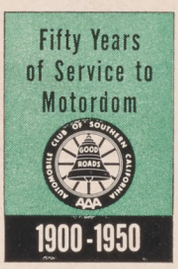
From Adobe to CONCRETE



● A bridge spanned Raymond Avenue south of Colorado Street in Pasadena to connect the Hotel Green with its new annex across the street. This is about 1908

BEFORE the automobile age, many city streets were seas of adobe mud in winter and dusty horrors in summer, but the little horseless carriage soon brought good roads to the city, and country roads were finally turned to concrete.

Parking meters have taken the place of hitching posts along the curb, but there have been greater changes. We quote a 1908 ordinance: Every person riding, driving, propelling or in charge of any vehicle upon any street within the city of Los Angeles, having but two wheel tracks or well-beaten paths for vehicles, is hereby required, when practicable, to turn to the right and to surrender the left track upon meeting any vehicle going in the opposite direction.



LOWMAN



● The photos above and below were taken from the same spot on Wilshire Boulevard west of Los Angeles Country Club, now hidden by trees. The photo below is dated 1910



CALIFORNIA HIGHWAYS AND PUBLIC WORKS

They Revolutionized Motoring

By Frederick C. Russell



• The 1902 Oldsmobile was steered by a tiller but wheel steering made possible higher speeds

IN A SAGA as overwhelming as the American automobile's progress any appraisal of its metamorphosis might easily reveal long lists of vital changes, for the half century has been one of high compression invention and three-decker innovations. But over and above the pile of progress Detroit has superimposed 10 headliners which have stolen the show.

Some observers will be surprised to learn that the top 10 do not include such innovations as front-wheel drive, electric window lifts, pressure engine lubrication, shock absorbers, hypoid drive, closed bodies, the 16-cylinder motor, flat rates or time sales. These all played a part in the general picture, but they never played the Palace. Even electric lighting which came along on Peerless in 1910 and the substitution of steel for wood body panels on the Thomas car, do not rate equal billing with the stars. Milady may see something significant in the convenience of directional signals, and the fuel pump may seem to stand out in the experience of the Old Timer who remembers the day he had to drive his car uphill backwards because the fuel supply was low. But these are just part of the supporting cast.

Perhaps it will lead us more gracefully to the Big Ten to mention a dozen of the developments which came close to stardom and which may well be considered in the appraisal of 50 years of the gasoline buggy. For example, when Ford, in 1908, gave left-hand steering a big shove, motordom settled down to a safer kind of driving. Picture the situation if drivers were as inaccurate about guessing their proximity to passing cars as they are to the curb! The first closed bodies came into the picture in 1909, the same year as the one-man top. In view of the fact that the closed body still isn't preferred by many it remains just a shade short of stardom. Many will want to pay their respects to the demountable rim which came into the show in 1907. Firestone is generally credited with this step. Shaft drive slipped into the picture in 1901, hinting of the passing of chain drive. But these were mere acrobatic acts.

Stewart-Warner's famous vacuum tank will be recalled by many as an important milestone. It served its purpose well but did not have the necessary impact for stardom. In very much the same classification was Alemite's high-pressure, chassis lubrication system which in 1923 gave cars their first taste of convenient lubrication. A year later Chrysler offered Purolator for filtering the engine's oil and thus started extensive development in the field of motor protective devices. Then there was chromium plating in 1927 which has saved the motoring public billions of man-hours of back-breaking labor in polishing. The year following, Cadillac and La Salle pioneered with the synchro-mesh transmission which enabled the driver to shift into second gear on downgrades without double-clutching.

Something that was widely discussed in motoring circles is free wheeling, which Studebaker presented in 1930, and which remains a feature of automatic drives and overdrives. And anyone surveying the array of advances will be sure to pay tribute to Chrysler's floating power which provided the means whereby periodic vibration is absorbed in the engine instead of being relayed to the frame. Sealed-beam headlights came along in 1940 to bolster safety in a big way. But that's only just the beginning.

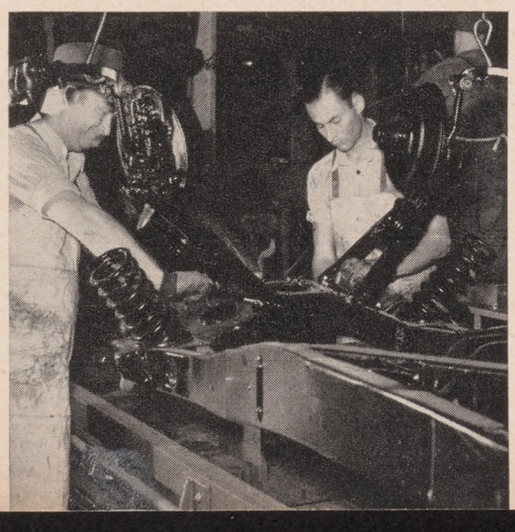
Here they are—the top 10 in the past 50 years of America's motoring history:

Few would suspect it, but wheel steering was the first major advance to greet the 20th Century. It superseded tiller steering which would have held the automobile to low speeds. Cars could not have been steered accurately and safely enough without a wheel-controlled steering gear. Then, in 1911, one of the most publicized car advances started the automobile on the broad highway of popularity for milady as well as the less venturesome males. Then it was that Cadillac introduced the electric self-starter which Charles F. Kettering had developed for Delco. Following this biggest step in starting the car came

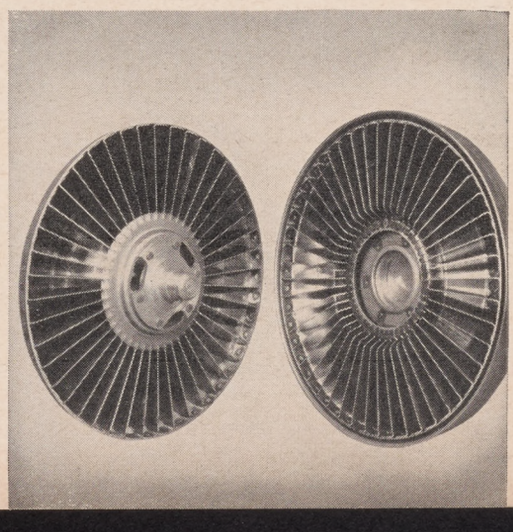
• Scatterproof glass has been a consistent life-saver since it first appeared in 1928



• Knee action front wheels were an innovation in 1934 and became an accepted front-end design

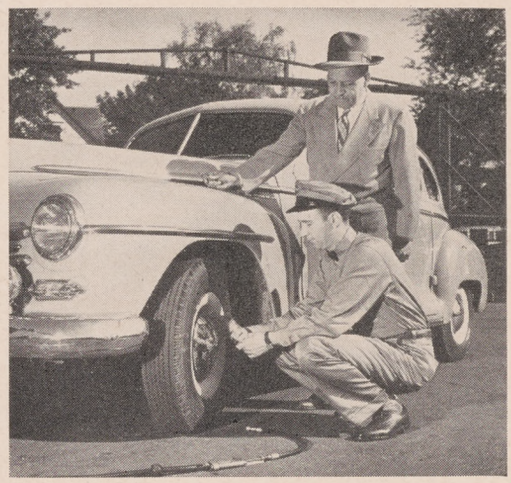


• Chrysler's Fluid Drive introduced shiftless driving; made a way for automatic transmission





• Charles F. Kettering developed his electric starter in 1911. It was introduced by Cadillac



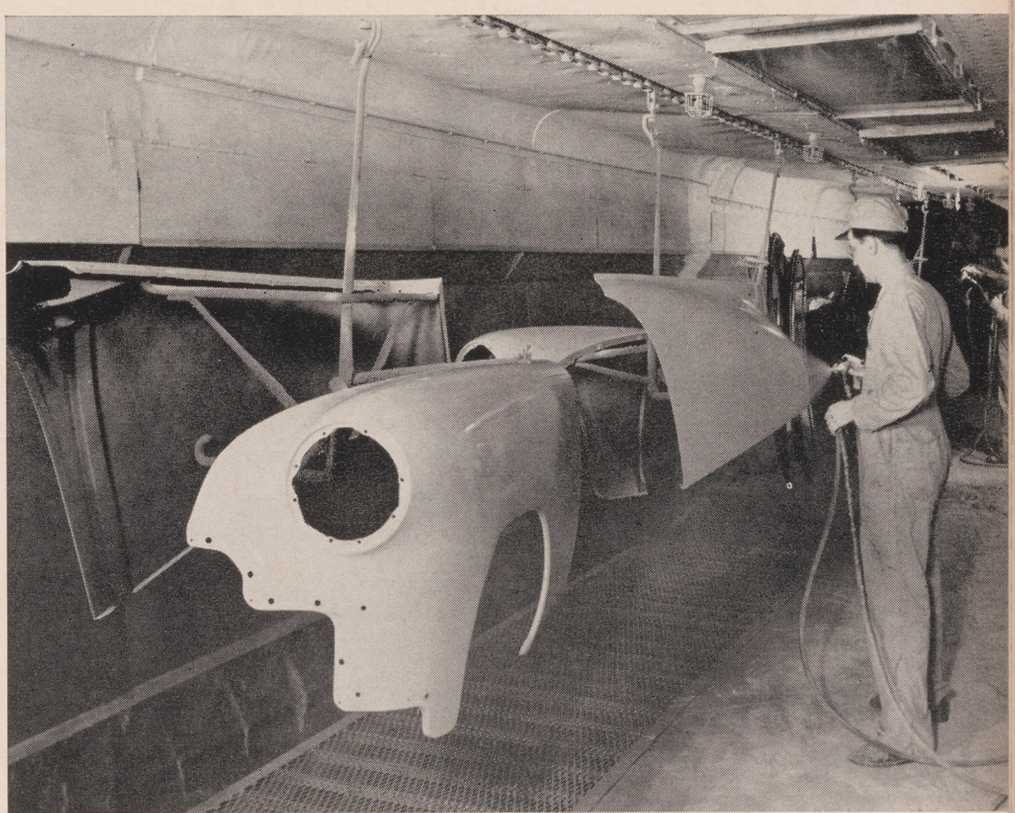
• The balloon tire appeared in 1924, increased the comfort of car riding and ended high pressure tires



the biggest step in stopping it. This happened in 1921 when four-wheel hydraulic brakes broke upon the American scene. Duesenberg was sponsor.

Two developments are considered to be so closely related they may be combined as the fourth in the list of stars. It was in 1927 that Chrysler presented its famous "Red Head" to launch the era of high compression, but this and all subsequent boosts in power through compression increase were made practical by reason of the discovery of tetraethyl lead which came along four years earlier as Ethyl gas. The year following, 1924, the industry rocked with the advent of the balloon tire, a wholly new concept in riding comfort. This same year marked another milestone when Dupont made Duco available for use on cars. Spray coated with lacquer the automobile's finish became virtually weatherproof.

It was not until 1928, however, that motordom reached the seventh milestone in car history. At this point scatterproof glass came into the picture. The motor world continues to call it shatterproof glass which of course it is not. But in not flying into bits of sharp weapons when broken it has saved endless lives. Jumping ahead to 1934 we find independent front wheel suspension, popularly known as "knee action." This revolutionized the ride, put front-end alignment on the map



• Spray coating with lacquer or synthetic enamel has made the finish weatherproof

• Last innovation is automatic transmission. Finally the automobile can shift for itself



and, because it entailed use of coils instead of leaf springs, encouraged the use of coil springs on all four wheels.* Ninth top feature was Fluid Drive, the Chrysler substitute for mechanical clutching. It paved the way for the current rash of automatic transmissions and torque converters.

While Oldsmobile introduced an automatic transmission in 1937 the record has it that General Motors did not offer for Olds buyers an automatic transmission with fluid coupling until 1939. Many, too, will recall that it was Reo which started the automatic ball rolling with its Self-Shifter in 1933.†

So there it is—a record of stupendous importance on the highway of motor progress. Always the emphasis has been on making the car more useful, more versatile, more acceptable to more people, safer. Time was when the automobile could not have been driven without brawn, brain and daring. Today it can be driven without effort, even without limbs. Some even go so far as to observe that often it is put through its paces with even less.

From here on the automobile may be presumed to be in a position to shift for itself.

* Historians recall that the 1910 Brush car featured coil springs for all four wheels. There was no knee action effect, however.

† The 1909 Carter car used a sliding friction disc pressing against the flywheel face. It gave a preview of the unlimited ratios provided by torque converters, but was not automatic and required clutching.

ENDURING, STURDY, Typically CALIFORNIAN -like the SIERRA-NEVADA

AUTOMOBILE CLUB OF



"An institution which prevails over a long period of years must of necessity have merit; otherwise the public would not continue to support it."

—ANONYMOUS

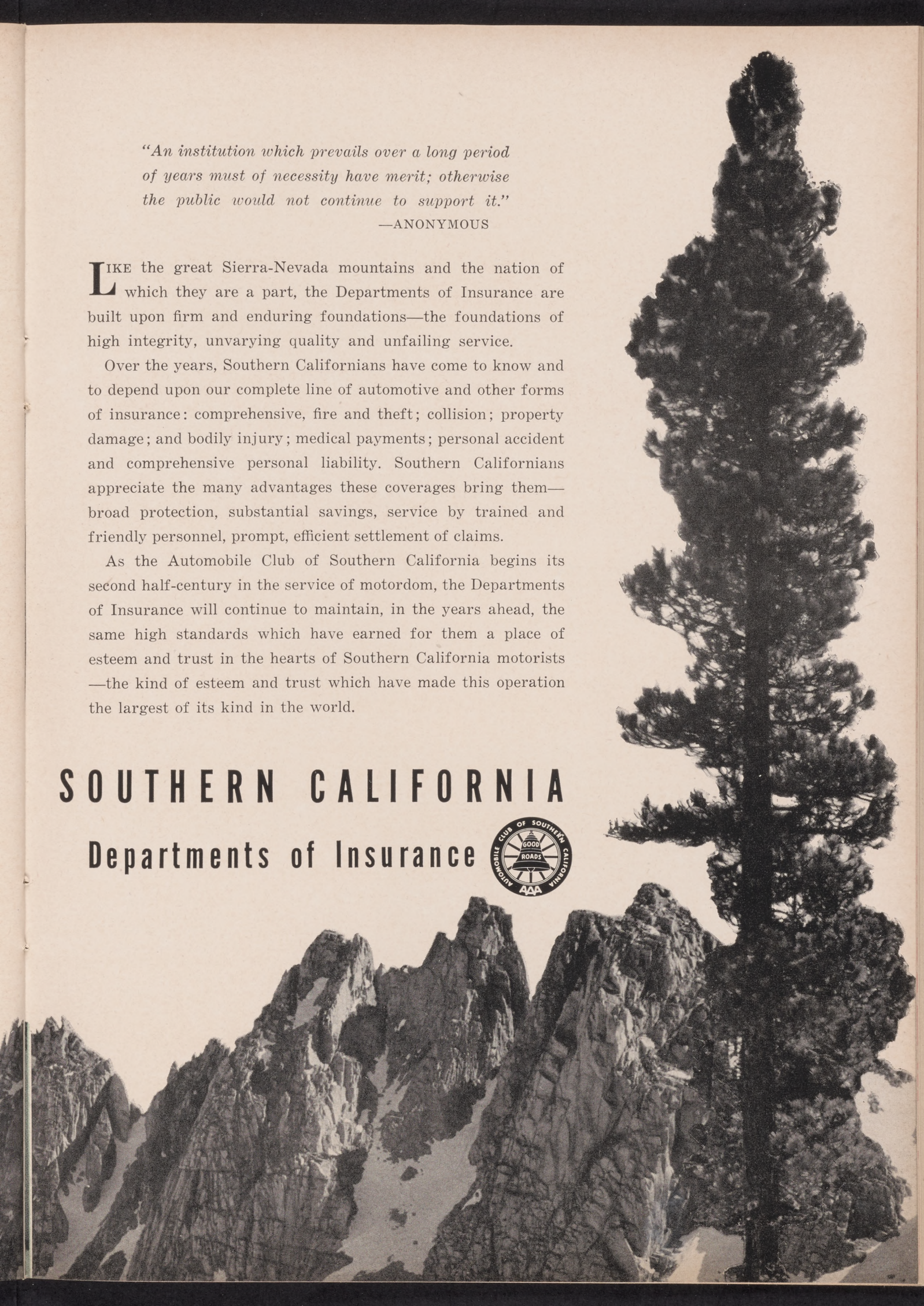
LIKE the great Sierra-Nevada mountains and the nation of which they are a part, the Departments of Insurance are built upon firm and enduring foundations—the foundations of high integrity, unvarying quality and unfailing service.

Over the years, Southern Californians have come to know and to depend upon our complete line of automotive and other forms of insurance: comprehensive, fire and theft; collision; property damage; and bodily injury; medical payments; personal accident and comprehensive personal liability. Southern Californians appreciate the many advantages these coverages bring them—broad protection, substantial savings, service by trained and friendly personnel, prompt, efficient settlement of claims.

As the Automobile Club of Southern California begins its second half-century in the service of motordom, the Departments of Insurance will continue to maintain, in the years ahead, the same high standards which have earned for them a place of esteem and trust in the hearts of Southern California motorists —the kind of esteem and trust which have made this operation the largest of its kind in the world.

SOUTHERN CALIFORNIA

Departments of Insurance



Quotes from the Motoring Past

A Wonderful Little Instrument

When Mr. A. Frederick Collins, of the Collins Wireless Telephone Company, and Mr. A. T. Murray, of the Lozier Motor Company, talked across Weequahin Lake in New Jersey, from a Briarcliff Lozier runabout on one side to a point directly opposite, they did not perhaps realize that they were using one of the most advanced inventions of science. This wonderful little instrument . . . can be carried in a runabout car without the least inconvenience . . . The party talked back and forth for nearly an hour with the greatest success. A more powerful instrument was then tried and communication with an instrument installed on the roof of the five-story building of the Lozier Motor Company at Fifty-sixth Street and Broadway, New York, was established . . . It took but 15 minutes to set up the instrument. Mr. Collins is making a special instrument for the use of automobiles which could be used to get in communication with the nearest garage in case of trouble. . . .

—*Touring Topics,* Nov., 1909

Flying Northward

Mr. J. J. Jenkins, formerly a member of the Board of Directors of the Automobile Club of Southern California, has recently returned from a trip to San Francisco, via the coast route. The actual running time of this trip was 21¾ hours, which is remarkably good time when one realizes that the time was made in a touring car with top up and glass front carrying four passengers, a large amount of luggage, and bucking a hard wind all the way to San Francisco . . .

—*Touring Topics,* June, 1910

A Careless and Dangerous Practice

In view of the increasing criticism that is aimed at automobilists, much of which is warranted, the Automobile Club of Southern California wishes to call the attention of its membership to the dangerous custom of night driving with a single lighted front lamp. This practice is not only contrary to law but it is almost criminally dangerous for it invites accidents and has already caused a number of collisions that by most fortunate chance have not resulted in fatalities.

Many motorists, when driving after night, have fallen into the habit of neglecting to light both front lamps and usually it is the left lamp that is unlighted. To cars traveling in the opposite direction and to pedestrians ahead, unless the street is well lighted, it appears that the single lamp is a headlight in the center of the car and in passing a machine so lighted the second vehicle very frequently does not give way far enough to the right to avoid a collision. The police department of Los Angeles has had frequent complaints concerning this very careless and dangerous practice and the automobile club has proffered its assistance toward apprehending and punishing violators of this just and proper law.

—*Touring Topics,* August, 1913

Caution at Wilshire and Mariposa

The reported washout of a portion of the Wilshire Boulevard at Mariposa Street proved erroneous so far as the street itself was concerned. At no time has it been impossible for automobiles to travel over this portion of the boulevard. Extreme caution should be taken by motorists in traveling by night over Wilshire Boulevard as an open manhole at the intersection of Wilshire and Mariposa is protected only by a flimsy shed. The obstruction is indicated by red lights at night but notwithstanding this precaution several narrow escapes from accident have been reported at Club headquarters.

—*Touring Topics,* March, 1913

Coast Route Impassable

The San Francisco Coast Route is impassable and it is expected it will be out of commission for at least 10 days. Los Angeles to Ventura via the Calabasas Route is a very hazardous trip as cars are not able to go far beyond Calabasas on account of State highway work where detours are necessary. The soil of this section is of black adobe and is very slow to dry.

The Santa Susana Route from Chatsworth Park to Saticoy is impassable on account of deep mud north of Moore Park. North of Ventura the Casitas Pass is almost impassable to wagons and it will not be possible for automobiles to go over this grade for at least two weeks.

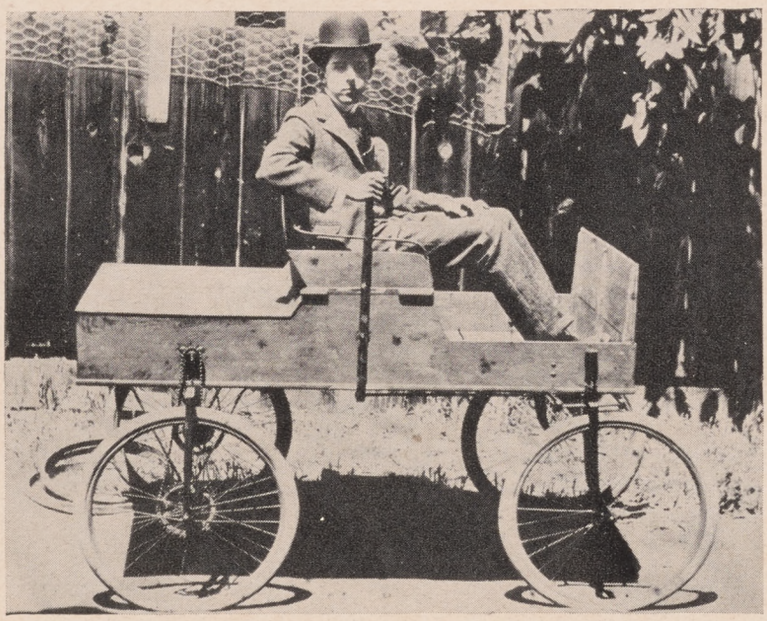
—*Touring Topics,* Feb., 1914

For Sale

Locomobile style No. 3, Victor top. Run 450 miles. All latest improvements. Guaranteed better than new. $750.00 cash, or exchange for fast trotter or pacer, one that can win money racing. Must be O. K. in every respect.

G. F. Brunt
East Liverpool, Ohio.

The Horseless Age
October 10, 1900



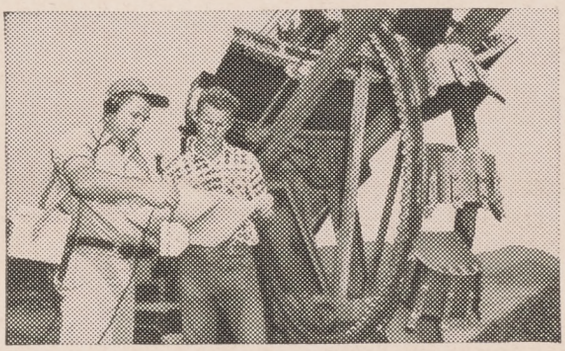
• On October 11, 1897 a young man named Earle C. Anthony wrote to a family friend: ". . . I will tell you a secret, but you must not write out to Los Angeles about it. I am making an Electric Horseless Carriage. It is nearly done, and I expect to have lots of fun riding about town . . ." He was then 17 years old. The motor was a one-half horsepower unit; it powered a chain-drive buckboard with bicycle tires



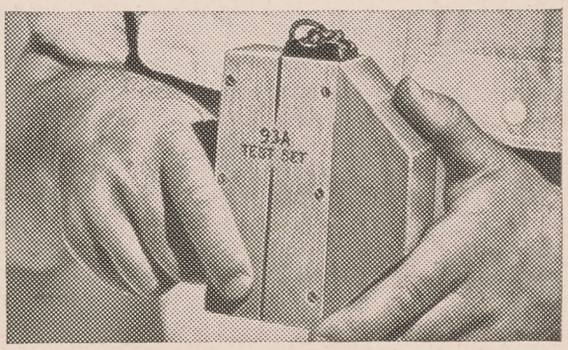
At the sound of the tone, it will be exactly... there! This tester eliminates guesswork to find unseen cable.

BURIED TREASURE? NO—BURIED CABLE

How a 1-pound box protects your telephone calls



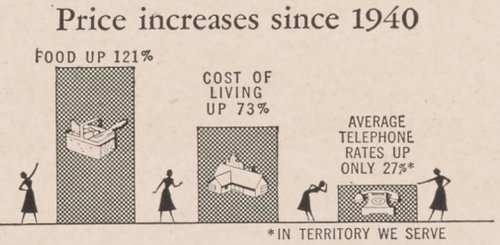
1. When ditch diggers must rip up the earth—perhaps to install water mains or some other important service—telephone engineers first thumb through charts showing the approximate path of any nearby telephone cable...which might be slashed by the digger's teeth. Then an electronic device takes over to tell exactly where the cable runs...and just how deep it lies.



2. It's called a 93A Test Set...and it's much smaller than a football. It does its job by picking up and making audible a small electric "tone" which is sent along the cable by another electrical gadget back at the nearest telephone test center. The 93A is an inexpensive instrument... but it's worth a lot in saving time and, more important, avoiding possible interruption of your service.

3. In every part of the telephone business, we're constantly working on new equipment and new ways to help keep service good...and cut costs. And that's a policy which has paid off for telephone users. For in spite of climbing prices on most things, telephone rates on the average have gone up less than half as much as the cost of living generally. Your telephone is still one of the best buys in your budget.

Price increases since 1940



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We Drove for Adventure

By Ross Moore

THE CARS that were available in the early years of the century were not a necessity and, often, were not a convenience. Those of us who drove them did so as an adventure, much like the mountain climber or the racing driver, seeking a new and invigorating experience. The brief recollections that follow may show how we found a good part of what we were seeking.

My first car was a phaeton body Maxwell with right-hand drive, buggy top and no windshield. I remember it well for I sold it after six months of use for exactly what I paid for it second hand in 1908, $450. It had two cylinders under the



hood, which was one cylinder and a hood ahead of a doctor friend of mine who owned an Oldsmobile with its one cylinder functioning under the seat. As a consequence of this difference in mechanics and design he had, I am convinced, a subconscious inferiority complex, for he made a furious effort to catch up with my dashing machine. Taking his car into a shop somewhere he had them build a queer boxlike contraption out in front which he fondly supposed, or hoped, looked like a hood.

Another doctor friend of mine, a woman physician, decided that she would drive an automobile, even though few women drove cars in those days. Risking the condemnation of the community for being unladylike, Dr. Rose Bullard, a woman with a mind of her own, bought an electric Stanhope. She learned quickly and was soon making her house calls in a style to cause envy among the few other women physicians then practicing in Los Angeles. But one day something happened that almost caused her to go back to her horse and buggy. While pulling up in front of a patient's house, she discovered that she could not stop the car or turn off the power. There was no emergency brake; neither was there any way of informing horse-and-buggy passers-by or pedestrians that she was in trouble. She could either jump out and let the car wreck itself or keep on going. Choosing the latter course, she guided that car around corners, turning mostly to the right to avoid traffic, until the batteries ran down.

My second car was a brilliant red Stoddard-Dayton which took second place in the first Santa Monica road race for small cars. It averaged fifty-five and a fraction miles per hour around a triangular course made up of what is now Wilshire Boulevard from the beach to the Soldier's Home and San Vicente Boulevard back to the beach. It had four cylinders with overhead rocker arms which made a magnificent clatter—I found little need for a horn or other warning device. It was in this same year that Ralph Hamlin, one of the earliest car dealers and racing enthusiasts in



HARRY DIAMOND

Southern California, entered his air-cooled Franklin in the Big Car Race. He had stripped off the touring body leaving nothing but the engine, gas tank and steering wheel above the wooden frame. In those days the Franklin wheels were large, the wood sills wide and the elliptical springs high, so Ralph seemed to be leaning out of a second-story window as he pushed his mount around the course. The Franklin was better known for its endurance and economy than for its speed and many of the other entrants passed it with ease. "Get a horse! Get a horse!" the small boys screeched as Ralph smoked by.

Certainly, Ralph did not get a horse, but there were many of us in those early motoring days who thought seriously of doing just that. My friend with the one-cylinder Oldsmobile and Dr. Rose Bullard were typical of those people who found their mechanical skill was far outweighed by their enthusiasm. I cannot say that I am sorry that I joined them often in that discomforting revelation. But it was compensation enough to find adventure on the dirt road that began a few hundred feet from our house.

NEW MOTOR GAME

A SMALL crowd was in attendance at the first exhibition in Los Angeles of the new motor game, Tan-To, which was played October 28th at Ascot Park. The new sport is in the nature of polo, being participated in by two teams of three cars each. The ground is laid out into five courts which are divided by heavy white lines. A large leather ball provided with leather handles is used and the object of the game is for the players to pass the ball to other members of their own team in the court. The score is ascertained by compiling the points, a certain number being allowed for each successful "pickup" and "pass." The game is less dangerous than might be imagined, as all the cars are proceeding in the same direction at all times and are not allowed to run outside the boundary lines of the court.

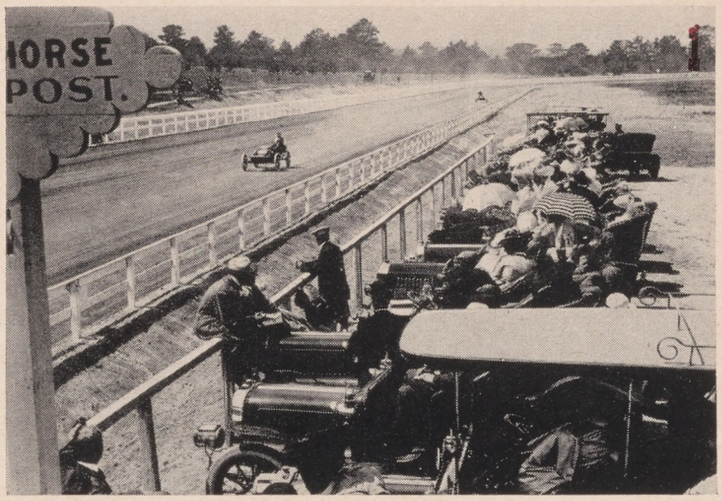
The two competing teams represented the University of Southern California and the Los Angeles Athletic Club, the latter being the victors in the contest. . . . The game was called before the end of the last half as three of the Tan-To balls burst under the wheels of the cars and no others were available for the continuation of the game.

—*Touring Topics,* Nov., 1911

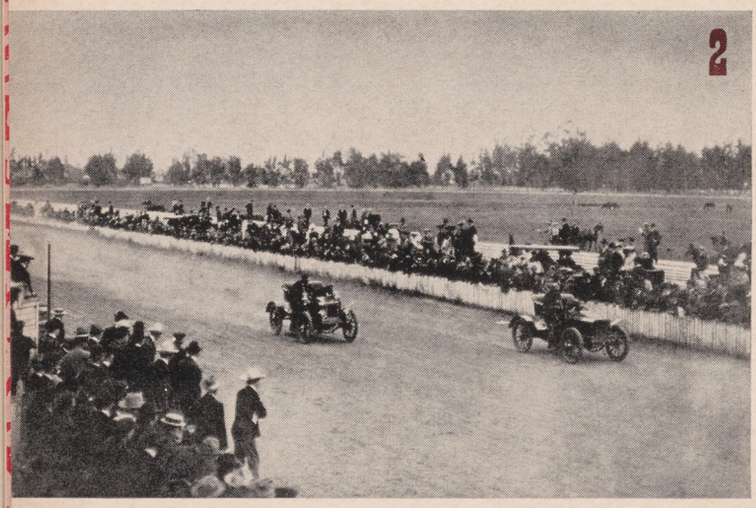
The speed laws have no terrors for the Rev. Robert J. Burdette, when he has an appointment for a prayer meeting at the Temple Baptist Church. His big Packard touring car brought him from the Grant Hotel in San Diego to the Temple at Fifth and Olive Streets in 11 hours and 15 minutes, a distance of 202 miles . . .

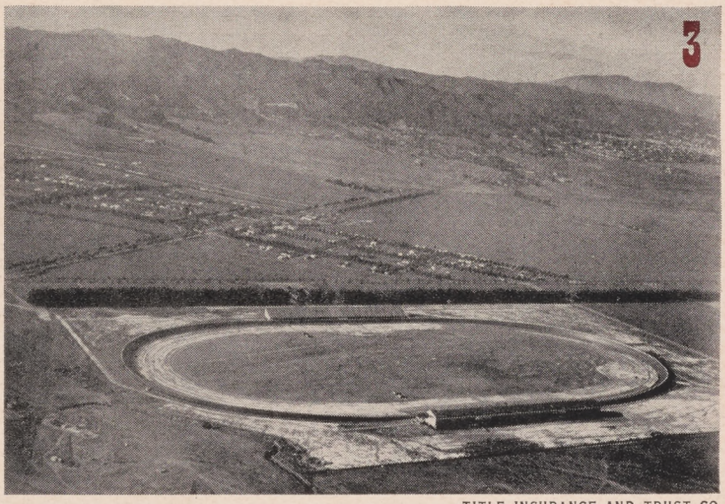
—*Touring Topics,* May, 1909

Knights of the Roaring Road



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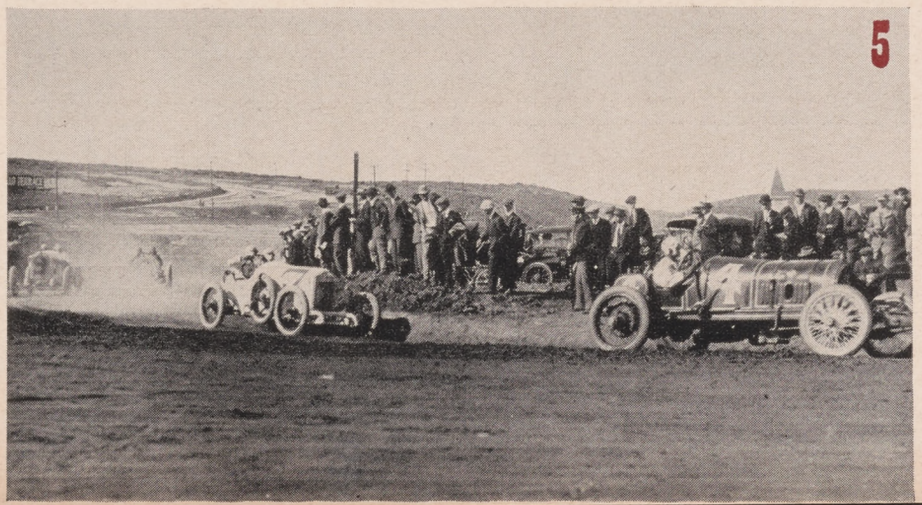

2


3

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4

KARL WEBER


5

1 Racing enthusiasts lined the rail at the track at Del Monte about 1908. Ladies sheltered themselves and their finery with gayly-colored parasols; the men wore jaunty chauffeur's caps

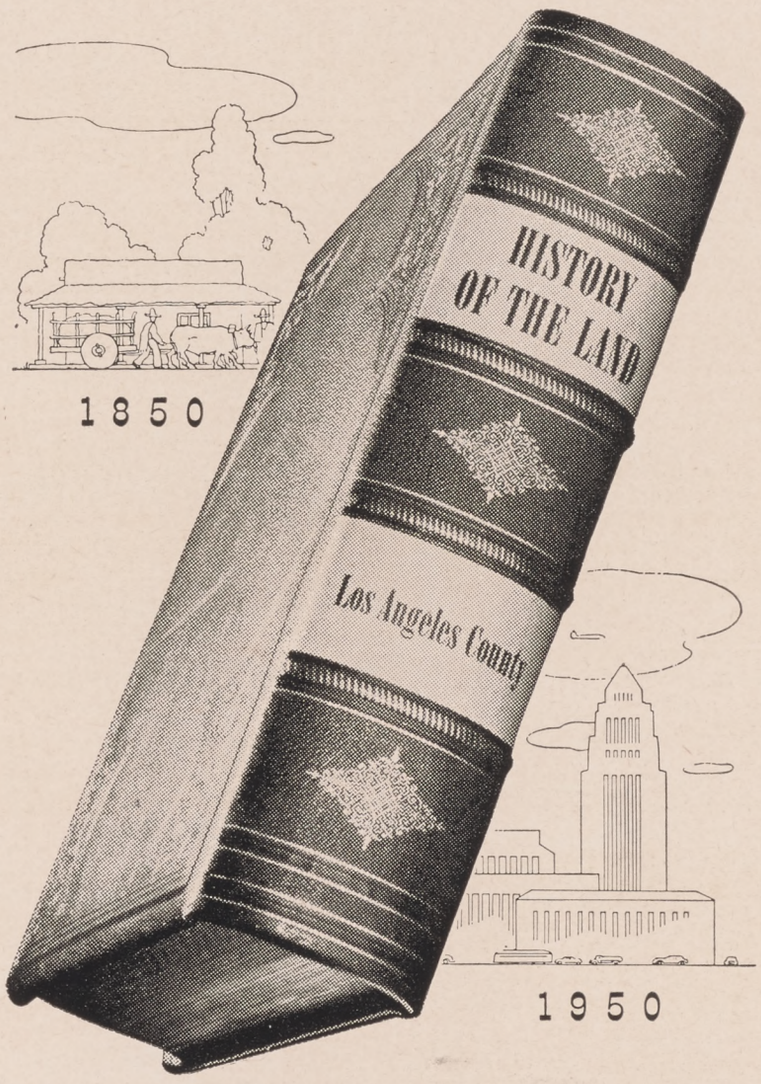
2 In 1903 the Club put on a "Good Roads" benefit race at Agriculture Park in Los Angeles and raised $5,000 for the cause. Barney Oldfield broke the record for a mile lap at 55 seconds

3 A board track was completed in 1920 west of Beverly Drive between Wilshire and Olympic in Beverly Hills. Records were broken before crowds of 60,000 until the track was torn down in 1924

4 In the Vanderbilt Cup Race, 1914, Barney Oldfield leads Ralph De Palma down Wilshire Boulevard, but De Palma won this Santa Monica road race

5 Eddie Rickenbacker in a Peugeot, No. 7, rounds a curve in the Point Loma road race at San Diego in 1915. Earl Cooper's Stutz won the 305-mile race with an average speed of 65 mph

100 YEARS' RECORD



ONE HUNDRED YEARS AGO in 1850 . . . just after the American government was organized in Los Angeles County . . . a piece of land fronting 80 varas on Main Street in Los Angeles was sold by Ygnacio Albarado for $750.00.

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Tires—Guaranteed 1,500 Miles

By Karl Weber

MUCH has been said about driving problems during the early 1900's—bad roads, poor engines, improper lubrication, the damnable chain-drive. But what of the tire? My family tried every known make, every innovation in material and manufacture: the clincher, the straight-side, tires of fabric, sponge rubber, hard rubber, perforated hard rubber and so on and so on. Nobody who remembers having driven a car in the early days can fail to understand why we tried so many tires so often.

At first, tires were small, high-pressure affairs requiring some 70 or 80 pounds of air. Being nothing more nor less than a fabric casing with rubber stretched over it, they had to be very hard so as not to flatten out as do our present-day tires. The slightest bend would cause a crack in the casing through which, as was seen frequently, the tube ballooned forth. The driver was, more often than not, unaware of this situation until he was rocked in his seat by a sudden explosion. The casualties were high and replacement costs were far from low. Around 1910 one could seldom outfit his car with new tires for less than $150. For that small sum the dealer proudly presented him with a 1,500-mile guarantee. I found often that such an estimate of durability was overly optimistic.

One day, for example, I started from Los Angeles for a drive to the ocean near Santa Monica. I arrived alright—some eight hours and 13 tire changes later.



DRAWINGS BY BILL BOSCHE

Fortunately, I had been in the habit of carrying a large amount of patching material with me. A bucket of water was always on hand for use in testing for punctures.

The expense was so tremendous that we were always on the lookout for "good deals" in tires. We found that the dealers were often happy to give us a sizeable discount if we did not insist on a guarantee. Against my father's better judgment, I bought four tires under such an arrangement just before we started on a trip for Mojave. Three of the four "good deals" wore out in less than 100 miles and at Mojave we found ourselves buying four more for the return trip.

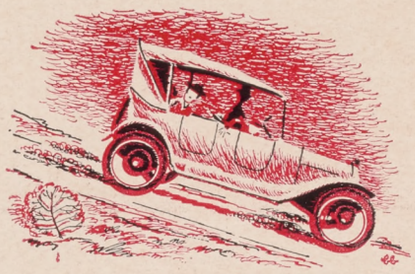
In 1913 we acquired a new Dorris and decided to make a run to San Francisco



to test it. Determined that we would eliminate the tire problem at any cost, we went to a representative of one of the leading rubber companies and bought six tires at $50 apiece. Our benefactor, the tire salesman, gave us a 3,500-mile guarantee and assurance of complete satisfaction. Only two blew out on the way up, a near record for us at this time, one after about 200 miles of driving, the other near the outskirts of San Francisco.

We tried to have them replaced by a local dealer, brandishing our guarantee as a small boy brandishes a wooden six-shooter, and were told that only the Los Angeles representative could "give us satisfaction."

We started back after a few days rest riding the cable cars, and had a pleasantly uneventful trip as far as Visalia. Then the tires started to go off like well-set time bombs. Calculating that our major source of trouble came from punctures, we had metal hoops made to fit over the tires. They lasted for a few miles and then the blowouts started again. We tried binding the outer casing with rope, but the rope soon wore through. Out of tubes, in heat so intense that it melted the paint off the side of the car, and with my mother in the last stages of prostration, we hunted wildly for a solution that might save us from this vile collaboration between tire company and buzzard. We packed the tires with sand only to find that it seeped out after a mile or two of driving. Some countless hours later we chugged into Los Angeles, the tires doing rather better, we



thought, on a combination of sand and sagebrush than on tubes.

Needless to say, this sort of an experience was food for inventors' genius. Out came a cure-all sponge rubber filler, designed to eliminate the tube for good and all. In the heat of the day it seemed to work fairly well, but the cold grey mornings had a tendency to leave the tires rather flat. We tried hard rubber tires. They shook the car to pieces. We tried hard rubber tires with holes drilled in them to soften the shock and found them to be just hard rubber tires. And finally, we bought a continuous rubber shoe, fitting between casing and tube, in the hope that it would lessen our puncture problem. We drove up toward Elsinore one day and on a steep hill watched friction take its ugly toll. The tire was a charred ruin, but, thank heaven, so was the shoe.

After that we walked, rode horseback and waited with infinite patience until the technological revolution came to the rubber industry.

New Cross Road Warning

A new safety device for electric car crossings has just been invented by A. G. Hunt, civil and electrical engineer of 25 years experience.

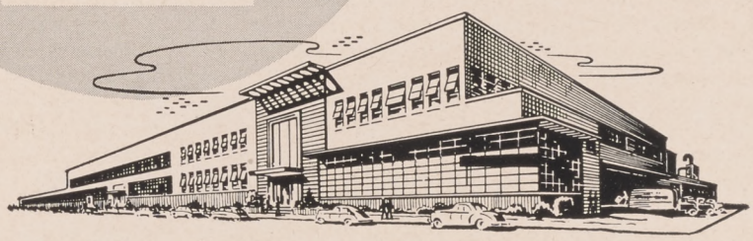
The device is an electric light arm, hung pendulum-fashion from an electric pole, which swings automatically. A bell on top of the pole begins to ring when train is within 1,500 feet of crossing and continues to ring until train has passed.

At night two white lights illuminate the track and a red light appears in center of sign.

The Pacific Electric Street Railway Company has erected one of these signals at Abila Crossing.

—*Touring Topics*, May, 1910

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Of Automotive Publications, Old and New

WHEN a Los Angeles member of the Horseless Carriage Club—founded by and for automotive antiquarians—goes to Europe, he visits no art museums. Instead, he spends his time in auto wrecking yards and may even bring back as a gift for the president of the club a fine rubber bulb horn.

This we learn from looking at a copy of *The Horseless Carriage Gazette* in the Eagle Rock library of Wellington Everett Miller, one of the founders of the club and the possessor of a fabulous collection of automotive publications. Said to be the largest individually-owned library of its kind in America, the Miller collection shows that the automobile has been the inspiration for thousands of books, thousands of magazines, thousands of catalogues—there are 7,500 catalogues alone in this library—and enough newspaper stories to supply Miller with 100,000 neatly filed clippings upon the Stutz Bearcat, the Duesenberg Straight Eight, the Lozier, the Fiat Simca, the German Hansa, and upon nearly every other type of motor car living or dead. The books are in English, French, German, Italian, Swedish, Japanese, and Russian and run the gamut of engineering handbooks, histories, biographies, adventure, fiction, and humor—all on the automotive theme.

Remember the Ford jokes? You do if you are the right age. At least six books of such jokes were published, beginning with J. J. White's *Fun About Fords* (1915) which opened with the classic: "We consider the Ford a good car—a rattling good car." *Ford Smiles* (1917), gathered by Carleton B. Case, repeated current favorites, as: "Which has done most good for humanity, Billy Sunday or Henry Ford? Ford, of course, for Ford has shaken hell out of more people than Billy Sunday ever saw." Even E. Haldeman Julius got George Milburn to edit a five-cent Little Blue Book (No. 1214), called *A Book of the Best Ford Jokes* (1917). The last of these Ford books seems to have been Lee Strout White's plaintive *Farewell To Model T* (1936). Pre-Ford-joke automobile humor appeared in the early 1900's, as in *Motor Goose Rhymes* (1905) by Herman Lee Meader, with such offerings as:

> "Sing a song of ex-pense,
> Pockets full of rye,
> Four and twenty law suits,
> If you live or die."

A COMPLETE file of all automobile magazines would present staggering vistas. The Miller library bulges with them to the point of pushing the owner out. It is not surprising that the death rate among national magazines devoted to the automobile has been high and that "popular" magazines have tended to become trade or regional journals. Some of the early day publications, however, carry on under the original banner or with name changed. *The Horseless Age,* born in New York in November of 1895, carried this apologetic editorial in its first issue: "The appearance of a journal devoted to a branch of industry yet in an embryonic state may strike some as premature." This magazine merged with *The Automobile,* forming *Automotive Industries,* its present name, and published still as a trade magazine. *Motor Age,* issued from Philadelphia and going strong, started as a weekly in Chicago on September 19, 1899. *The Automobile Trade Journal,* technical in character, began in the Gay Nineties as a cycle trade magazine. *The Motor World* made its bow in 1900 and early copies, or reprints of early copies, are much sought-after items, with their articles on old-time cars and their makers. *Motor* was born in June 1903 as a popular magazine, came out in lavish format (as did *Motor Life* for a brief period), then switched in 1925 to meet the trend and has since served its purpose as a trade magazine. *Automotive Digest,* a pulp, does a good job for dealers, garagemen, and mechanics. The rise of regional magazines is featured by such automobile club journals as *Ohio Motorist, Detroit Motor News, Oregon Motorist, Motor Land,* and *Westways.* For automotive fans there is, in addition, a group of well-illustrated magazines born since World War II. Journalistic excellence characterizes them, with some overlapping of coverage. Leaders in this field are *Hot Rod, Road and Track, Motor Trend, Cycle*—all published in California—*Racing Wheels, Speed Age, Motorsport,* and *International Auto Journal.*

MEN WHO prize old automobiles as antiques and who organize the horseless carriage or auto-maniac type of club also publish club magazines given over to their special interests. Of such are *Bulb Horn, Automotive Old Timers, Antique Automobile, Veteran Car Club Gazette*—an English publication said to be the oldest in the antiquarian field—and the *Horseless Carriage Club Gazette.*

The Horseless Carriage Club, which has 1,800 members, was started in Los Angeles in 1937. The three individuals responsible were Miller, who says he was born in the year "that the making of Packard automobiles was transferred from Ohio to Detroit," Arthur E. Twohy, and William Harlan Wakefield. The club has four field meets a year, and in April 1950 its members drove their prize antiques from Los Angeles to San Francisco, accompanied by mechanics skilled in ancient arts.

The wide interest in antiquarianism explains in part the vast output of Floyd Clymer of Los Angeles, "America's largest publisher of books pertaining to automobiles, motorcycles and racing." Booksellers give special racks to the Clymer books, especially the historical motor scrap books. The current scrap book is the sixth in the series, the ultimate aim of which is to cover all 2,200 makes of automobiles. Clymer tosses together enough old-time ads and other material in helterskelter fashion to make a two-dollar book both amazing and amusing.

BOOK-LENGTH biographies of leaders in the automotive world are surprisingly few. Ford tops the list with at least 25 books devoted to this one genius. Walter P. Chrysler, William C. Durant, and Roy D. Chapin have likewise been honored with books. Capsule biographies of many automobile men appear in magazines and popular histories and there is, of course, a *Who's Who in Detroit.* Latest to dip into the fabulous material on the rise of the automobile and to come out with stories of men and machines are M. M. Musselman (*Get A Horse*) and George Woodbury (*The Story of a Stanley Steamer*).

IMAGINE an American highway without automobiles. That would be the situation today but for the oil industry—as pointed out in *Black Bonanza* (Whittlesey House, $4.00), which is not too far afield from automotive publications for mention now. Frank J. Taylor and Earl M. Welty tell here the story of one oil company, the Union Oil Company of California, presented as a fair cross section of the petroleum industry as a whole. Lyman Stewart, who pioneered in the Pennsylvania oil fields before coming to California, is the outstanding figure in the founding of Union Oil. Long experienced in writing for the general public, the authors do an excellent job of dramatizing the history of a corporation—just as good a job as the Union Oil itself has done in the field of institutional advertising. Photographs, 180 of them, help to make this book a valuable and interesting record of a dynamic company whose president, Reese H. Taylor, said recently: "We have just started to unlock the secrets in a barrel of oil."

—W. W. ROBINSON



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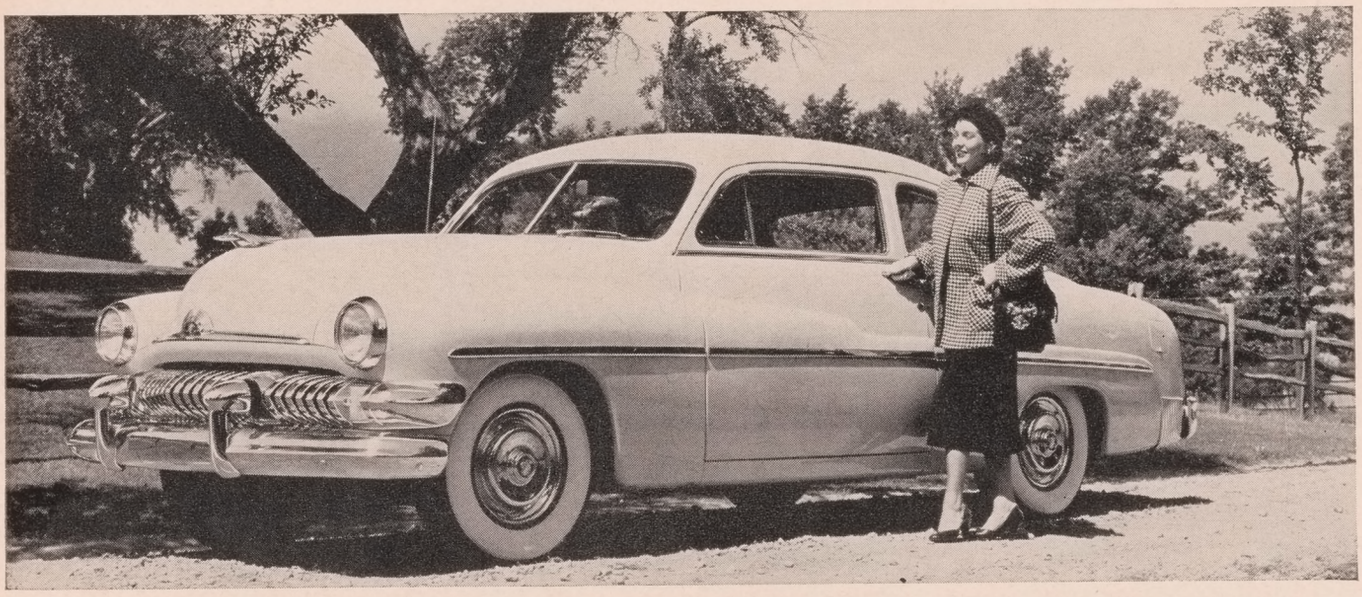
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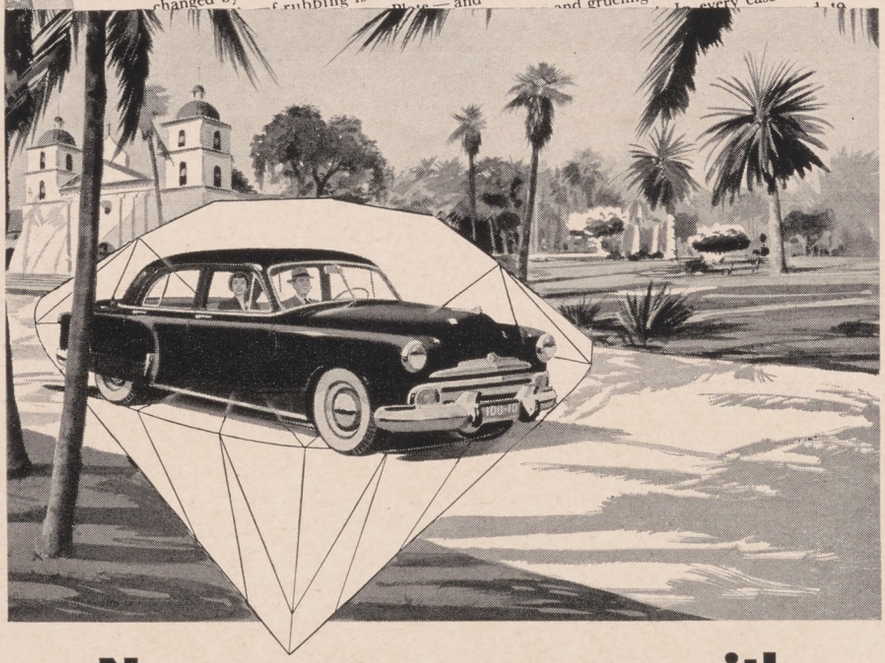
●

Reader's Digest
told the world about it!
. . . and today millions of enthusiastic users are praising Car-Plate!

A 20-Minute Car Wax

Any one can now wax his car (or have it done) in 20 minutes without a stroke of rubbing — using Car-Plate, a sensational new kind of liquid wax developed by the Johnson's Wax laboratories. This is the exciting story told by Reader's Digest in the June issue.

THE article describes how car waxing used to be a back-breaking chore that ruined any day—and how all this has been changed by a basic new chemical discovery. [illegible] rubbing is needed when [illegible] — and makers of Car-Plate have demonstrated that its "diamond shine" will outweather old-fashioned waxes or polishes. Cars were given a dramatic half-and-half test to prove the point. One side was waxed with Car-Plate and the other side with other products. After [illegible] and grueling road tests the results were [illegible] every case the side



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JOHNSON'S

CAR-PLATE

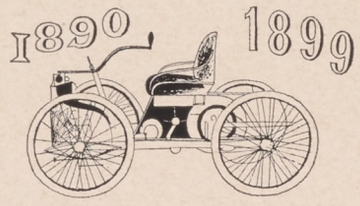
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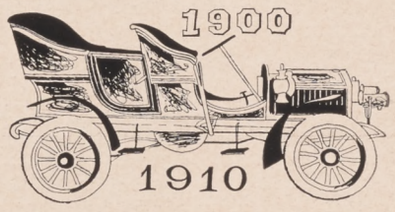
Automobiles Southern

Compiled by W. Everett Miller



Breer
Carl Breer, Los Angeles

Erie
Erie & Sturgis, Los Angeles



California*
California Automobile Co., Los Angeles

Carter
S. C. Carter, Los Angeles

Coyote
Pacific Automobile & Motor Co., Los Angeles

Durocar*
Durocar Manufacturing Co., Los Angeles

Hunt
Hunt Machine Works, San Diego

Moreland**
Watt L. Moreland, Los Angeles

Magnolia
Magnolia Automobile Co., Riverside

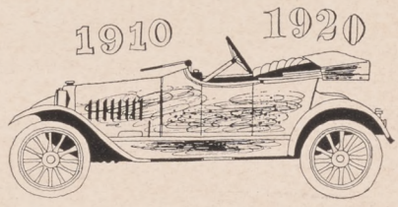
Roadrunner
Roadrunner Automobile and Power Co., Los Angeles

Stewart
Alfred C. Stewart Co., Los Angeles

Tourist
Auto Vehicle Co., Los Angeles

Luitweiler
Luitweiler Pumping Engine Co., Los Angeles

Sturgis Truck
Sturgis Iron Works, Los Angeles



Airmobile
Rotary Products Co., Los Angeles

Beardsley Electric
Beardsley Electric Co., Los Angeles

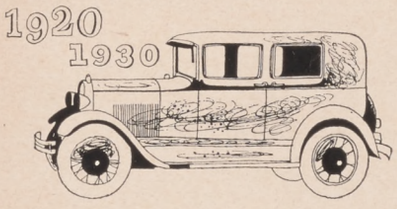
California Cycle Car
California Cycle Car Co., Los Angeles

Californian
Californian Motor Car Co., Los Angeles

*Continuation in following decade. (Each mark represents one decade.)

Built in California

Crescent
Mission Motor Car Co., Los Angeles
Electra
Electra Manufacturing Co., Los Angeles
Fouch
James R. Fouch, Los Angeles
Hartman
Maine Machine Works, Los Angeles
Los Angeles Cycle Car
Los Angeles Cycle Car Co., Los Angeles
Laughlin Front Drive
Homer Laughlin Engineers, Los Angeles
Milac
Linthwait-Hussey Motor Co., Los Angeles
Miller*
Harry A. Miller Engine Works, Los Angeles
Macomber
Walter C. Macomber, Los Angeles
Oldfield*
Oldfield Motors Corp., Los Angeles
Perfex
The Perfex Company, Los Angeles
Poppy Car
Eisenhuth Motor Co., Los Angeles
Van Stone Cycle Car
(Manufacturer Unknown), Los Angeles
Moore Truck
Pacific Metal Products Co., Torrance



Baker Steamer*
Baker Steam Motor Car & Manufacturing Co., Los Angeles
Balboa
Balboa Motor Car Co., Fullerton
California
Leach-Biltwel Motor Co., Los Angeles
Doble Steamer (Bodies)*
Walter M. Murphy Co., Pasadena
Endurance
Endurance Steam Car Co., Los Angeles
Hoskins Front Drive
C. J. Hoskins & Sons, Los Angeles
Leach
Leach-Biltwel Motor Co., Los Angeles
L & E*
Lundelius & Eccleston, Los Angeles
Paramount
Paramount Motors Corp., Azusa
Roche Front Drive
Clifton Ross Roche, Los Angeles
Winfield*
Winfield Brothers, La Cañada
Crown Buses
Crown Body & Coach Corp., Los Angeles
Kimball
Kimball Motor Truck Co., Los Angeles
Moore Autoplane*
Virgil Moore, Los Angeles
Alden Sampson
Alden Sampson Motors, Los Angeles

*Continuation in following decade. (Each mark represents one decade.)

a Correction!

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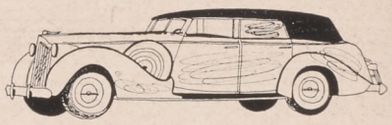
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Trojan Truck Manufacturing Co., Los Angeles

Columbia Nite Coach
Columbia Pacific Nite Coach Lines, Los Angeles

Pickwick Nite Coach
Pickwick Nite Coach Works, Los Angeles

Austin Motor Coach
Dwight Austin, El Segundo

Likens Truck
Likens Manufacturing Co., Los Angeles

Worth Steamer
Worth Power Manufacturing Co., Long Beach

Ful-ton
Fulton Truck Co., Los Angeles

Hunt Steamer
J. Roy Hunt, Los Angeles

Offenhauser
Offenhauser Engineering Co., Los Angeles

MacDonald Steamer
MacDonald Steam Automotive Corp., Los Angeles

1940 1950



Airway
Airway Motors Inc., San Diego

Bobbi-Car
Bobbi Motor Car Co., San Diego

Curtiss-Wright
Curtiss Wright Industries, Glendale

Del Mar
Del Mar Motors Inc., San Diego

Davis
Davis Motor Car Co., Van Nuys

Darrin
Howard Darrin, Hollywood

Firebaugh
Firebaugh Motors Inc., Huntington Park

Hewson Rocket
Hewson Pacific Co., Los Angeles

Imp
Centerscope Products Co., Glendale

Kurtis
Kurtis-Kraft Inc., Glendale

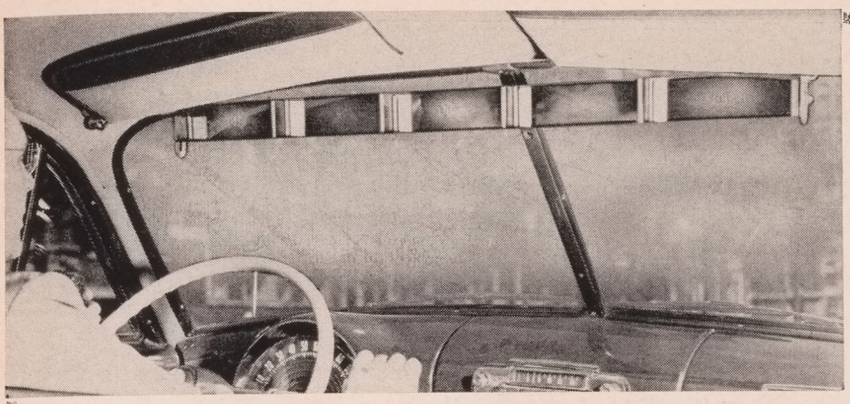
Lawler
Lawler Steam Mobile Co., Huntington Park

Meyer & Drake
Meyer & Drake Engineering Co., Los Angeles

Perrymobile
Perry-Brauer Motor Co., Los Angeles

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Convair
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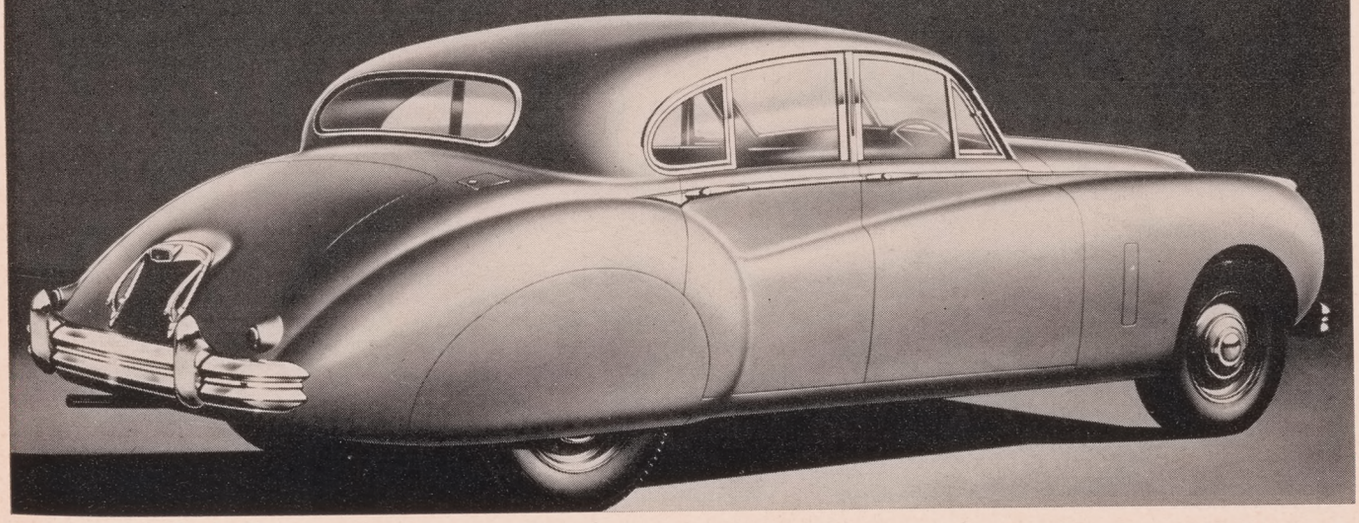
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Of course, if you've never invested before, there are lots of other things you may want to know about the risks and rewards in owning common stocks.

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Department SP-87

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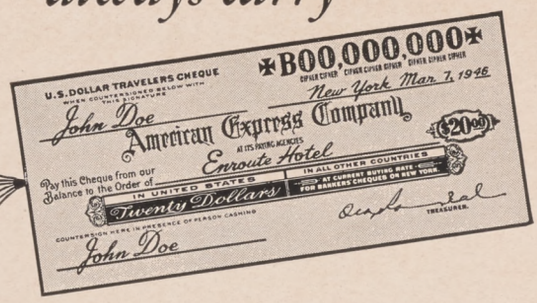
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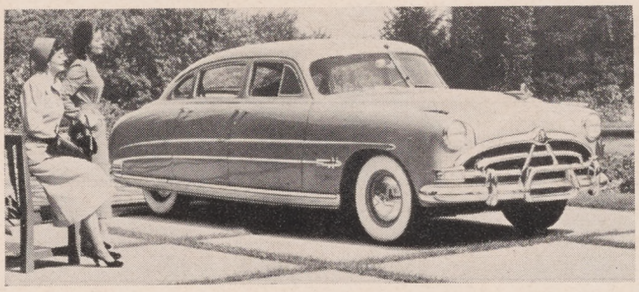
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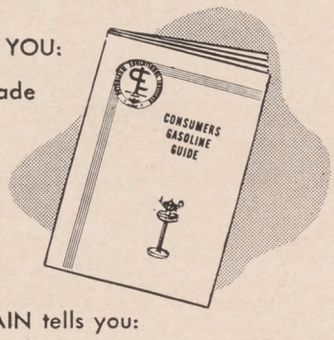
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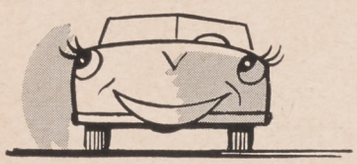
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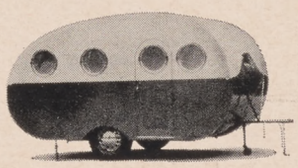


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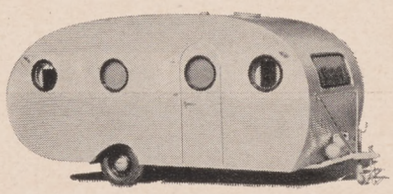
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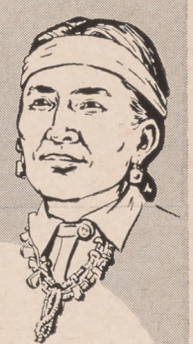
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3-dimensional colored pictures of our various models can be seen at Auto Club Headquarters (outing desk) or visit our factory.

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Heap big room in Arizona desert. Great Spirit make warm like springtime. Make clean air like mighty medicine. Make time stand still. White man's worries go away. Paleface, you make tracks. Bring squaw, papoose. Come.

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The PEP BOYS
Manny Moe & Jack



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GIFTS FOR THE MOTORIST



- ☐ Colorful Seat Covers
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- ☐ Auto Top Luggage Carrier

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- ☐ Handy Paint Sprayer
- ☐ Fractional HP Motor
- ☐ Portable Electric Saw
- ☐ Tool Assortment
- ☐ Bench Grinder and Vise
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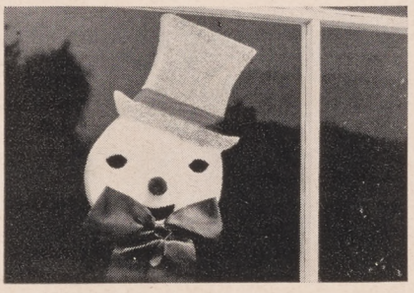
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A Merry Christmas
To All . . . .

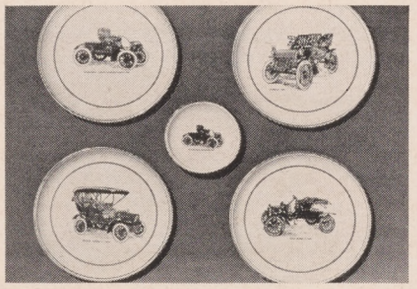


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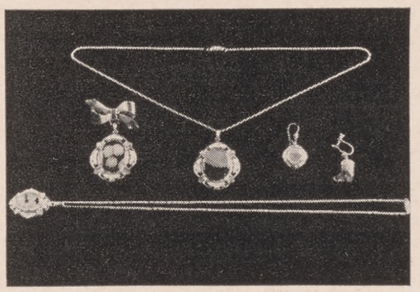
The Mail Box Shopper



SNOWMAN . . . that looks like spun sugar candy. Made of no-weight plastic with gay, colorful satin bows, it has a fairy-like appeal when seen through a window at Christmas time—may also be used on mirrors, mantels, trees and doors. Postpaid, $2.95, Pee Wee House, Culver City, Calif.



HORSELESS CARRIAGE PLATES . . . Replicas of early motor cars reproduced on ivory plates with 22-K gold rims—the four designs are, 1901 Olds, 1904 Cadillac, 1905 Buick and 1906 Ford. Postpaid (eight-inch plate) $2.50 each, 4½-inch $1.25, House of Charm, 3435½ East 8th St., Riverside, Calif.



UNUSUAL HAND-CUT STONES . . . set in two-tone, gold-filled mountings and made into pendants, brooches or chatelaines. The matching earrings are for pierced or unpierced ears—stones are agate, moss, snowflake obsidian or carnelian. Prices start from $5.50, C. W. Churchill, Box 784, Bishop, California.

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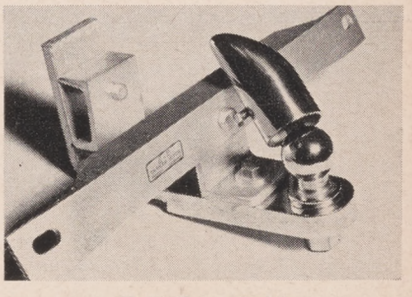
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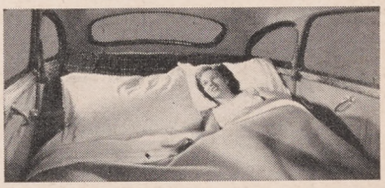
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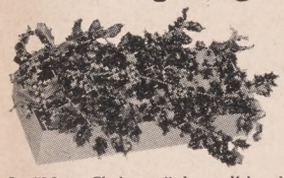
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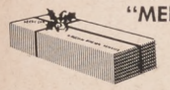
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Say "Merry Christmas" the traditional way with beautiful glossy-green, full red-berried English Holly sprays and wreaths. Carefully selected. Treated for long life. Ideal for gifts, decoration. Greeting cards enclosed. Shipped about Dec. 10th. Mail gift list early to assure delivery.

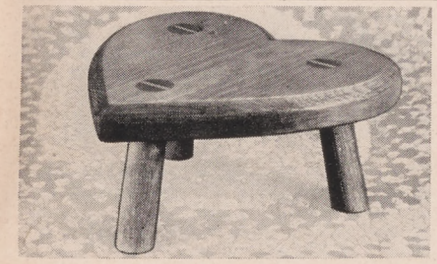


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Over a bushel of choice red-berried holly sprays $4.85
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Unusual gift for the lover of Maple furniture, this quaint Pennsylvania Dutch Foot Stool will add to any room furnished in Maple. A sturdy 3-leg foot stool, heart-shaped in design, 6" high and 12" across. Made of polished pine finished in Antique Salem Maple. Only $4.95 ppd. (Calif. orders add 15c tax.) Enclose card and we will gift-wrap and send direct.

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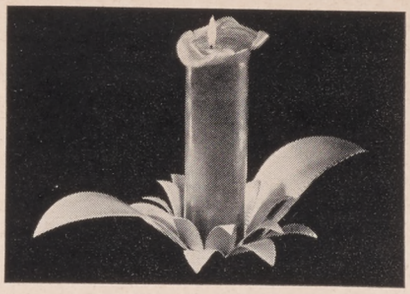


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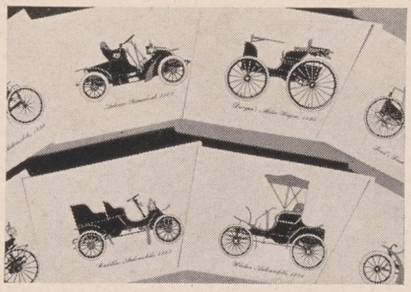
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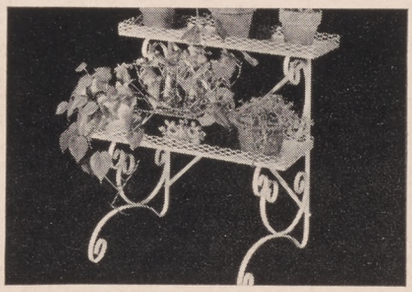
WATER LILY CANDLEHOLDER . . . A practical and beautiful candleholder for those big block candles so popular at Christmas time. They're handmade in four colors, green, gold, silver and copper—may also be used with glass chimney. Postpaid, $5.00 pair, Village Vendors, Box 4202, Los Angeles 24.



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"Cattle Brand"
Cuff Links and Tie Clasps
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"Game Bird"
Glasses
Designed by the noted wildlife painter *Lynn Bogue Hunt*
On each glass, fired in black, is an individual scene of different game birds in flight. Attractively gift boxed. . . . **Set of 8, $6.**

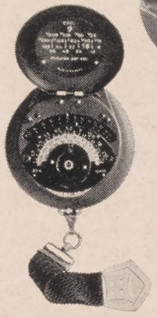
WHITEHALL'S *"Country Doctor"*
Home Marker



A charming, familiar scene of yesteryear. Weatherproofed aluminum, hand rubbed to a lustrous Swedish iron finish. . . **$14**
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"Pro" **Golf Ball Marker**
Permanently marks golf balls with owner's initials or name up to 15 letters. Simple and fun to use. One of a golfer's most useful possessions **$3.95**





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An entirely new design which is creating a flurry of excitement among amateur and professional photographers. Small *(only 2" dia.)*. Extremely lightweight *(2 oz.)*. Easy to use, easy to carry. One of the finest gifts available in the photography field. Accurate and dependable **$24.95**

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The **Best** *of Everything for the Sportsman*



Smart with any decor; and travels, too

SALT & PEPPER

ALL-IN-ONE TRAVELER

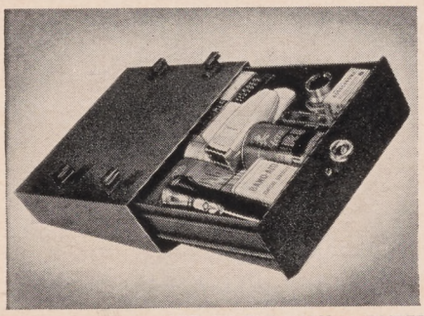
Beautifully custom-made in contrasting light and dark hardwoods, "The Traveler" provides **either** salt or pepper by merely unscrewing the gold-lettered end you desire; and to fill, you simply unscrew either center! Salt or pepper will not spill and remains dry. For picnics, hunting or fishing, any traveler—or very smart for the barbecue or in provincial settings. 4¼" high. Boxed. Only **$2.95** ea. ppd.

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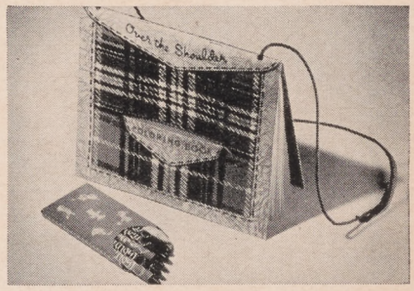
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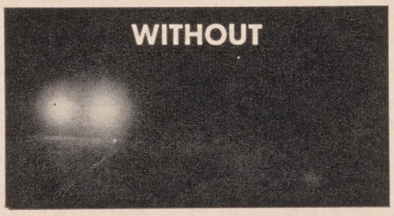
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LA 48 • Phone BR. 2-5940

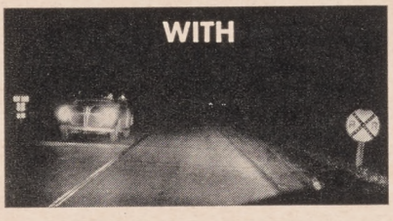


COLOR BOOK . . . designed to resemble "Mommie's" over-the-shoulder bag. The book has 40 pages of animals to be colored and the Scotch plaid cover has a pocket with six wax crayons in variegated colors. Postpaid price, 50 cents from B. C. Moses, 4313 Austin Street, Houston 4, Texas.

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NIGHT DRIVING GLASSES





Eliminate headlight glare!

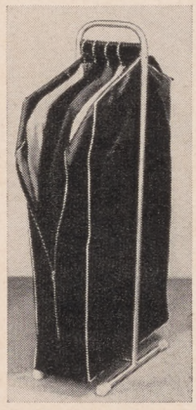
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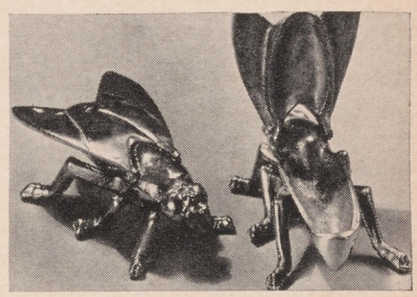
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- Feather Light Aluminum Stand
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- Protected from All Dust
- Clothes Stay Daisy Fresh
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- Holds 4 of His Suits, 10 of Her Dresses

If not available at your Luggage, Department Store or Auto Dealer, Order Direct..... **$19.95** Maroon, Green, Brown. POSTPAID PLUS TAX

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Personal Choice of Austin Gyde Van Hove as used in His Lectures.

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MEXICO

IN GORGEOUS 35 MM COLOR SLIDES

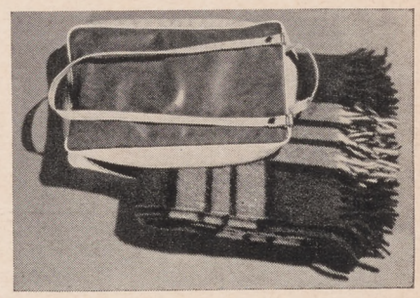
Intimate, *full color* 35mm. Kodachrome Slides, of off-the-beaten-track places, and people—customs, cities, towns—showing Mexicans at work and at play are now available for the first time. See Paseo del Reforma, Street Scenes in Tasco, Hacienda Vista Hermosa (the ancient domain of Cortez); Wreck of the Corsair, and scores of other scenes never before shown. It's a "tour" you'll never forget!

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NOTE: For one of America's most unusual and distinctive gift catalogs, send only 25c. This amount will be applied to your first order. Send 25c in coin to: HOUSE OF CHARM, Attention of Mr. Austin Gyde Van Hove, 3435½ East 8th St., Dept. N.H., Riverside, Calif.



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Editor and Gen. Mgr.

Sworn to and subscribed before me this 5th day of October, 1950.

MARGARET A. MAHONEY,
Notary Public.

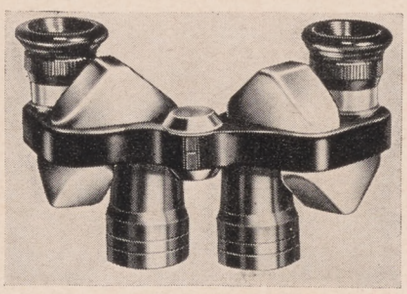
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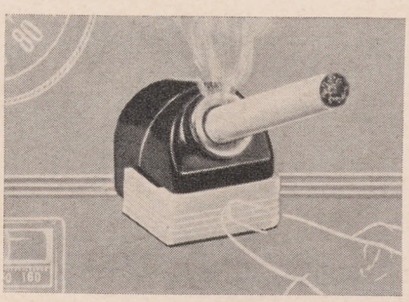
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J. J. JENKINS: *Director,* 1909-March, 1910.

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DR. MILBANK JOHNSON: *Director and President*, May, 1903-November, 1905.

FRANK M. JORDAN: *Assistant Secretary,* August, 1912-October, 1912.

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EDWARD G. KUSTER: *Director*, January, 1911-February, 1917.

WILLIAM LACY: *Director*, February, 1932-June, 1932.

WILLIAM L. LAMBERT: *Incorporator and Director*, October, 1900-May, 1903.

HOMER LAUGHLIN: *Incorporator and Director*, October, 1900-June, 1904.

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ALEXANDER B. MACBETH: *Director*, February, 1930-March, 1945; *Second Vice-President*, February, 1931-February, 1935; *First Vice-President*, February, 1935-March, 1945.

HENRY S. MACKAY, JR.: *Director*, February, 1935-May, 1946.

JOHN H. MARTINDALE: *Director and Incorporator*, October, 1900-June, 1903.

FRANK A. MILLER: *Director*, March, 1910-February, 1916.

HORACE G. MILLER: *Director*, January, 1911-; *Second Vice-President*, February, 1913-March, 1926; *First Vice-President*, March, 1926-February, 1927; *President*, February, 1927-February, 1929.

STANDISH L. MITCHELL: *Assistant Secretary,* December, 1911-August, 1912; March, 1913-March, 1914; *Secretary,* March, 1914- February, 1936; *Secretary and General Manager,* February, 1936.

W. S. NEWHALL: *Director and Vice-President*, January, 1906.

EDWARD T. OFF: *Incorporator and Director,* October, 1900-June, 1904; *Director,* March, 1912-February, 1922.

STUART O'MELVENY: *Director*, February, 1939-.

GEORGE C. PECKHAM: *Director*, 1909.

NEIL PETREE: *Director*, February, 1943-; *First Vice-President*, March, 1946-March, 1949.

RALPH REYNOLDS: *Assistant Secretary*, February, 1916-.

P. H. RICE: *Director*, April, 1911-February, 1916.

A. F. ROSENHEIM: *Director,* 1909.

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J. F. SARTORI: *Director,* February, 1922-February, 1934.

COTTON A. SMITH: *Secretary-Treasurer*, March, 1910-June 1910.

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C. C. TEAGUE: *Director*, June, 1911-March, 1914.

W. H. THAYER: *Director*, June, 1905.

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W. L. VALENTINE: *Director*, March, 1910-May, 1942; *Vice-President*, December, 1911-March, 1912; *First Vice-President*, March, 1912-February, 1921; *President*, February, 1921-March, 1926; *Second Vice-President*, February, 1929-February, 1931.

J. V. WACHTEL, JR.: *Director,* July, 1912-February, 1916.

GEORGE M. WALLACE: *Director*, March, 1934-.

CHARLES WELLBORN: *Director and Second Vice-President*, June, 1905-January, 1906.

CHARLES WEIR: *Director,* January, 1911-February, 1913; *Second Vice-President*, March, 1912-February, 1913.

FRED E. WILCOX: *Director*, February, 1917-March, 1918.

A. WILLITT: *Acting Secretary*, October, 1910.

WALTER D. WISE: *Incorporator and Director*, October, 1900-June, 1904; *Vice-President*, December, 1900-June, 1903.

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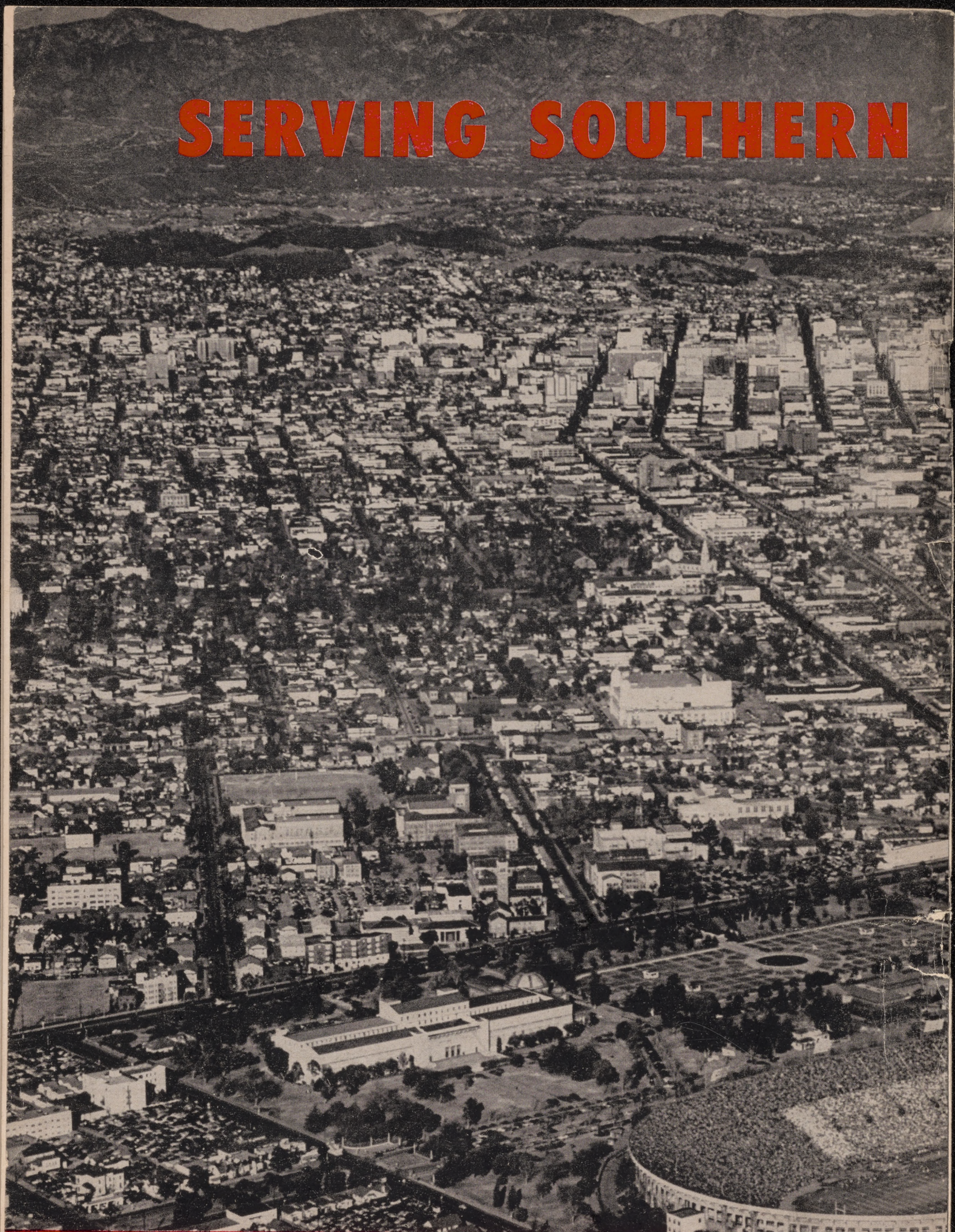
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